



Doing Business in the United Arab Emirates:

2014 Country Commercial Guide for U.S. Companies

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- [Chapter 1: Doing Business In The United Arab Emirates](#)
- [Chapter 2: Political and Economic Environment](#)
- [Chapter 3: Selling U.S. Products and Services](#)
- [Chapter 4: Leading Sectors for U.S. Export and Investment](#)
- [Chapter 5: Trade Regulations and Standards](#)
- [Chapter 6: Investment Climate](#)
- [Chapter 7: Trade and Project Financing](#)
- [Chapter 8: Business Travel](#)
- [Chapter 9: Contacts, Market Research and Trade Events](#)
- [Chapter 10: Guide to Our Services](#)

Chapter 1: Doing Business in the United Arab Emirates

- [Market Overview](#)
- [Market Challenges](#)
- [Market Opportunities](#)
- [Market Entry Strategy](#)

Market Overview

[Return to top](#)

The United Arab Emirates (UAE) represents a major market for U.S. exports and serves as an important regional hub for American companies conducting business throughout the Middle East, Africa and South Asia. The UAE has overtaken Saudi Arabia as the largest market for American product export in the Middle East; in 2013, U.S. exports to the UAE totaled \$24.6 billion, a 9% increase over 2012. UAE exports to the United States increased by 1.8% in 2013, to just under \$2.3 billion. Overall U.S. - U.A.E. bilateral trade increased 7.7% in 2013.

Leading export sectors for American firms include commercial aircraft, power generating equipment, defense equipment, computers and electronic equipment, and transportation and infrastructure related goods and services. Demand for imported goods is currently being fueled by a number of factors, including a rapidly expanding UAE civil aviation sector, implementation of major infrastructure and transportation projects, and oil and gas industry modernization and expansion.

Oil and gas production remains critical to the UAE economy, contributing about one-third of GDP and generating \$118 billion in export revenues in 2012. The industry is set for expansion as the UAE seeks to increase daily production from approximately 2.7 million to 3.5 million barrels a day by 2017. Major downstream projects are also planned including petrochemicals and plastics. American firms are major players in new onshore and offshore projects currently being implemented, including the \$10 billion Shah Gas Field project and modernization of production at the Upper Zakum offshore field where daily production of 750,000 barrels of oil is targeted. U.S. firms are also vying for a major petroleum concession that expires after 75 years and is set to be renewed this year.

Despite the continued importance of the petroleum sector, the UAE is aggressively seeking to diversify its economy and develop new industrial and commercial sectors. The UAE has already become a major international producer of aluminum and has begun ventures in the aviation and defense sectors.

Despite a modest population of just over 8 million, with expatriates comprising about 85% of this total, the UAE is a leading commercial center serving the Middle East, Africa, and South Asia. Reflecting the country's role as a major regional commercial center, a significant portion of the UAE's import volume is ultimately re-exported. Dubai in particular plays a central role as a regional trade facilitation, logistics and tourism hub.

Dubai has been successful in restructuring the large debt burden that it accumulated during the 2007-2008 financial crises. The oversupply of housing and office space in Dubai has eased and real estate prices have steadily increased in the past 24 months. Dubai has also enjoyed another strong year of growth in the trade and tourism sectors, owing in part to the continued fallout of the "Arab Spring", as tourists shy away from other traditional, regional destinations. High hotel occupancy rates have spurred development of new hotel projects, including several high-end luxury resorts.

Market Challenges

[Return to top](#)

In most sectors, foreign firms seeking to establish within the UAE market must have a local sponsor or agent and are limited to a minority ownership position. While the UAE has established itself as a major international commercial hub, a number of challenges can confront firms doing business there. The UAE climbed to 23rd place (from 26th) in the World Bank's 2014 Ease of Doing Business ranking and is among the world leaders in some elements of the ranking: taxes (1); trading across borders (4); electricity (4); registering property (4); and dealing with construction permits (5). However, there are some areas of the ranking where the UAE is a surprising laggard. These include the UAE's ranking for protecting investors (98); enforcing contracts (100); and resolving insolvency (101). These lower ranking are reflected in common problems foreign firms can confront, including long delays in receiving payment for completed work, efforts by some UAE entities to modify scopes of work or otherwise alter contracts after signing, and difficulties in terminating commercial agent agreements even in cases of nonperformance by the local agent. In certain sectors these issues can result in significant cost burdens and absorb valuable management time and resources. Dispute resolution mechanisms vary in effectiveness among the seven emirates, and can be cumbersome and slow.

Market Opportunities

[Return to top](#)

Despite its modest population, the UAE offers a sophisticated, diverse market for U.S. firms in many industries. Dubai's position as a regional commercial hub supports world-class trade exhibitions and conferences, presenting venues for American firms to reach buyers from throughout the Middle East, Africa and South and East Asia.

Market Entry Strategy

[Return to top](#)

Because foreign firms seeking to sell into the UAE market must have a local agent/distributor, selecting a local partner can be a critical first step for operating in the UAE. As a regional trade hub supporting intense international business activity, competition faced by American firms is strong and multi-national in origin. Many successful American firms rely on technological and qualitative advantages in facing often less expensive foreign competition. The U.S. Commercial Service offices at the U.S. Embassy in Abu Dhabi and the U.S. Consulate in Dubai support a wide range of trade exhibitions and promotion events designed to aid American firms seeking to enter the UAE and regional markets. Details on many of these activities are available on the following website: www.export.gov/uae.

Americans firms looking to do business in the Middle East may find that a regional approach to their marketing activities in the Gulf will offer certain practical advantages. The members of the Gulf Cooperation Council (Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and the United Arab Emirates) have taken steps to unify some industrial standards and other measures to harmonize regulatory structures. The region is also one of the fastest growing export markets for American goods and services; in 2013 American exports to the Gulf totaled over \$53 billion, with total exports to the GCC up nearly 8%.

With a population approaching 30 million, Saudi Arabia is the Gulf's largest consumer market. The country is investing hundreds of billions of dollars to expand infrastructure, diversify its industry and improve social services delivery through major healthcare and housing construction programs. Similar to Saudi, the UAE is a major petroleum producer seeking to diversify its economy, with recent initiatives to expand development of industrial production, healthcare, aviation and tourism. Dubai in particular has become a regional hub for trade exhibitions and offers an excellent entrepôt for many firms seeking to expand into the wider Gulf region. Qatar, the world's largest producer of

natural gas and possessing the highest per capita income in the world, is seeing an infrastructure and transportation boom as it prepares to host the 2022 Soccer World Cup. As with others in the region, Kuwait is also focusing major investments on housing, infrastructure and transportation projects. Though more modest in size, both Bahrain and Oman have signed Free Trade Agreements with the United States that facilitate market access for many American goods and services. Like many of its neighbors, Oman is investing in social services and infrastructure as a means to diversify its economy and create employment opportunities for Omanis.

Through multi-country trade missions and regional trade exhibitions, the Commercial Service seeks to introduce American firms to the marketing available in the Gulf region. Details on regional trade events are provided in the body of this report.

[Return to table of contents](#)

[Return to table of contents](#)

Chapter 2: Political and Economic Environment

For background information on the political and economic environment of the country, please click on the link below to the U.S. Department of State Background Notes.

<http://www.state.gov/r/pa/ei/bgn/5444.htm>

[Return to table of contents](#)

Chapter 3: Selling U.S. Products and Services

- [Using an Agent or Distributor](#)
- [Establishing an Office](#)
- [Franchising](#)
- [Direct Marketing](#)
- [Joint Ventures/Licensing](#)
- [Selling to the Government](#)
- [Distribution and Sales Channels](#)
- [Selling Factors/Techniques](#)
- [Electronic Commerce](#)
- [Trade Promotion and Advertising](#)
- [Pricing](#)
- [Sales Service/Customer Support](#)
- [Protecting Your Intellectual Property](#)
- [Due Diligence](#)
- [Local Professional Services](#)
- [Web Resources](#)

Using an Agent or Distributor

[Return to top](#)

The UAE legal system distinguishes between two forms of commercial agents - the registered and the unregistered commercial agent. UAE law does not distinguish between an agent and distributor, referring to both as commercial agents. The Ministry of Economy handles registration of commercial agents. Local companies prefer to work as registered agents, but on occasion local companies will accept an unregistered commercial agency based on good faith, but will almost always demand exclusivity in these cases.

The UAE federal government has recently published Federal Law No 2 of 2010, which amends certain provisions of Federal Law No 18 of 1981 regulating Commercial Agencies (Agencies Law). Federal laws are applicable throughout the UAE.

Selection of the right agent continues to be an important decision. Registered agents may not be terminated, except with sufficient cause as determined by a government committee that has historically ruled in favor of the local agent. In most cases, compensation to a terminated agent is required even if the committee rules for the foreign firm. Only UAE nationals or companies wholly owned by UAE nationals can register with the Ministry of Economy as local agents.

Since 1996, the UAE no longer permits sole agency agreements for food brand names. In 2006, the UAE cancelled the exclusive agency agreements that were grandfathered from before 1996 for foods considered basic commodities. The action was taken so to reduce retail food prices. Some pre-1996 agency agreements continue to be recognized for products such as chocolate.

Terms and conditions vary for agency contracts. Commissions and other forms of compensation typically depend on the amount of work required of the agent, and the sales volume. Responsibilities and performance measures should be clearly defined. The agency contract should establish the geographic territory covered (UAE law awards automatic exclusivity to the agent in a geographic area covered by the agreement). An agent must have a presence and be licensed to

operate in each emirate, as there is no blanket license for the whole of the UAE. In some instances agents have been appointed on a project basis, with the relationship restricted to the specified project, terminating automatically upon reward or completion.

American companies are recommended to retain the services of a local attorney to ensure its best interests are carefully considered when drawing up an agreement. American companies have found the U.S. Commercial Service's Gold Key Service very useful in identifying their in-country representative, and the U.S. Commercial Service's International Company Profile in helping them vet potential representatives.

Establishing an Office

[Return to top](#)

In addition to an American company establishing an "indirect" business presence in the UAE via an agency relationship, there are several alternatives by which an American company and other foreign companies may be licensed to undertake specified activities on a direct, permanent basis in the UAE. The UAE Commercial Companies Law, Federal Law No. 8 of 1984, as amended, provides for a number of different corporate structures. The primary alternatives for foreign entities to establish direct business operations in the UAE (outside the free zones) are (i) registration of a branch or representative office; or (ii) incorporation of a limited liability company with a UAE national "partner".

Except for companies located in the free zones, at least 51% of a business establishment must be owned by a UAE national. A business engaged in importing and distributing a product must be either a 100% UAE-owned agency/distributorship or a 51/49 (UAE/foreign) limited liability company. Subsidies for manufacturing firms are available only to those companies with at least 51% local ownership. Branch offices do not involve UAE national ownership, but do require a UAE national as a sponsor.

It is recommended that a U.S. company retain the services of a local attorney to ensure its best interests are carefully considered when establishing an office or entering into a business partnership of any kind.

Resources: Fulbright & Jaworski L.L.P. {Section III, direct operations/Page 3}

Franchising

[Return to top](#)

The UAE is one of the most investor friendly countries in the region with full support from the Government, attractive tax free environment and world class infrastructure. Adding to this, are improved intellectual property legislations, a number of high net-worth individuals and increased tendency for leisure and consumer spending. All of these are contributing towards increased franchising in the country - not only in the food and beverage industries (including fast food) but other sectors as well, such as men/women fashion retail and convenience stores.

Even though there is no specific franchise law in the UAE, brands seeking to enter the country by way of franchising should consider three pieces of legislation that govern such agreements: (1) Agreements would fall under the context of the UAE Agency Law if franchise agreements are "registered" by the Ministry of Economy (MOE); (2) Agreements that does not fall under the Agency Law, either because the Agency Law cannot apply or the parties choose not to apply them; the rights and obligations would be recognized under the UAE Civil Code or (3) the UAE Commercial Code.

Although there is a general consensus as to some of the key provisions that normally go into franchising agreements, specific attention should be given to the period, area specification, third-party transfer rule, dispute resolution mechanism, termination mechanism, etc. Also, agreements

should adequately protect intellectual property (IP). In addition, special consideration must be given to Islamic dietary laws (halal meat/cosmetic products, no pork or alcohol content, etc.) and local dress and customs. Due attention should also be given to possible trade barriers such as the Arab League Boycott of Israel, which bans any goods originating from Israel, and may include a partner's request to sign a declaration that a franchisor companies is not trading with Israel, with which it is illegal for American companies to comply. Further information can be found at <http://www.bis.doc.gov/complianceandenforcement/antiboycottcompliance.htm>.

As protection of companies' trademarks and other IP rights continue to be of great importance, it is recommended that trademarks be registered with the Ministry of Economy in advance of entering into the UAE market. That would provide first-to-file priority, establish registered user rights and ensure that franchisees do not rush to register the trademark in their own name.

Franchisors looking to enter the UAE market could continue to encourage master franchising or be a part of a gradual change and invite smaller companies to enter the franchising arena.

Direct Marketing

[Return to top](#)

Direct marketing in the UAE for products to be used for commercial purposes and/or industrial consumption is at a growing pace. The rapid acceptance of internet and mobile technologies has accelerated the phenomenon of direct marketing to a great extent. More and more foreign companies are utilizing internet/mobile services to communicate directly with UAE buyers and send courier samples and brochures for immediate assessment. Local companies are also on the lookout for international suppliers that could provide good quality products at competitive prices.

Pyramid selling or foreign-based multilevel marketing in non-free zones had not generally been permitted to be practiced in the past. Direct marketing by overseas companies to consumers (end-users) is not common as international manufacturers and exporters are expected to conduct business with the UAE by concluding transactions directly only with importers and traders who are already established in the market. Local companies in the UAE, however, are given special permission to establish membership for direct selling of products. Such companies have to comply with local municipality regulations by getting products and catalogs periodically approved. Such companies may also appoint individuals as commission agents for sales to end users.

Free zone companies in the UAE may undertake direct marketing through online and media advertisements. Such companies are governed by respective Free Zone regulations. Even though such products sold or marketed do not necessarily be approved by local governing bodies but such companies must comply with local municipality requirements of not selling any products that might be banned or prohibitory.

Foreign companies participating in local consumer trade shows or at tourism attracting events e.g. Global Village are permitted to undertake direct marketing during their participating period and promote their products by SMS alert promotion, newspaper/media advertisements, flyer inserts, etc.

Joint Ventures/Licensing

[Return to top](#)

Emphasis is given to personal relationships in the Middle East when conducting business. Maintaining a local presence offers distinct advantages. Local business and government officials prefer to deal with someone they know and trust. However, simply being in the UAE may not be enough. For example, if the majority of a company's business is likely to be in Abu Dhabi, then the company is expected to establish an office in Abu Dhabi, even if costs are lower elsewhere in the country.

The Companies Law defines a joint venture as an association between at least two parties who will share the profit or loss of a commercial business. The joint venture agreement or contract of establishment regulates the obligations and respective entitlement of each of the partners.

In a joint venture, profit and loss distribution can be arranged as desired even though UAE majority ownership is mandatory (51/49). It is possible that this may change, so careful consultation with local counsel is essential. UAE law does not require the joint venture to be registered with any authority. The foreign partner can deal with third parties under the name of the local venture.

Joint ventures are very common where a local contractor and a much larger international contractor, particularly in the case of “mega” projects where it is impossible for a single contracting entity to execute the project alone. Joint ventures can be contractual or based on more complex partnership arrangements. The contractual joint venture is by far the most common.

When contracting with a partner to a joint venture, it's important to understand that unless the existence of the joint venture is disclosed, the only legal recourse that a foreign enterprise may have is against the partner with whom they have had dealings.

Licensing of manufacturing processes is a growing market, especially considering the UAE's desire to increase the quality and diversity of local production. The total market for industrial licenses remains relatively small due to the limited manufacturing done in the UAE.

UAE Industrial zones such as Jebel Ali & Khalifa Industrial Zone Abu Dhabi (KIZAD) hope to attract manufacturers by offering a range of incentives from free-zone status to the ability to use foreign nationals for 100% of their workforce, as well as some of the region's cheapest utility costs. With giant ports adjacent and a prospective stop on the line of the planned GCC-wide railway, firms will have access to some of the fastest-growing and wealthiest markets in the world, from Asia and Africa to other Gulf nations.

The majority of licensing in the UAE is done for the fabricating and/or marketing of trademarked items. Licensees of U.S. sports logos, universities, animated characters, etc., are servicing a very active market with one of the world's highest per capita disposable incomes. Licenses to sell U.S. brand products (an authorized dealer), as distinct from a standard distribution arrangement, or U.S. logos/names/ characters on a non-U.S. product are becoming very sought after, especially in the apparel market. Licensing effectively meets the current demand, especially among younger consumers, for American styles.

License agreements should be registered in the Trademark Register and published as set forth in the Implementing to be effective.

Selling to the Government

[Return to top](#)

Like the U.S., the UAE is a two-tier government - Federal and Emirate (state) level. For all types of government procurement and projects, U.S. firms need to have a presence in the UAE and acquire their goods and services on a prequalified basis individually with the various government departments for procurement tenders. It is possible for bids not to go out on a public tender; instead, they are awarded selected firms that are pre-qualified with the institution in question.

Federal purchases are administered through the respective federal offices located in Abu Dhabi and/or Dubai. At the emirate level, purchases for goods and services are done directly by the institution depending on its needs.

For most civilian purchases, government entities prefer to deal with firms registered in the UAE, or in their particular emirate, and will favor local products over imports. Only when goods or services of acceptable quality are not available locally will the procurement authority seek outside sources.

Competition in the public sector is very strong. Besides large military procurement projects, governments in the UAE invest heavily in infrastructure projects, such as roads, power generation and distribution systems, desalination facilities, sewage systems, public housing, recreational facilities, hospitals and other medical facilities and services, schools, national security projects, athletic facilities, refineries and other hydrocarbon facilities, airports, and government buildings.

The below is the process for registering a partnership between a foreign company and a local UAE partner:

- The U.S. company has to sign an Agency Agreement with the local company;
- This Agreement has to be then notarized via the Notary Public, legalized via the Ministry of Foreign Affairs, Certified via the UAE Embassy in the U.S.A and then returned to the local agent to register the agreement with the Ministry of Economy in Abu Dhabi and;
- Once the Ministry of Economy Certificate is issued the local UAE agent could then approach government entities to prequalify them.

The UAE partner of the U.S. company is usually responsible for registering the U.S. product or service with the UAE government. The following documents are usually required for the prequalification:

- Ministry of Economy Certificate
- Reference List
- Last 3 years audited bank statement
- ISO, or other relevant, certifications
- Quality and HSE manuals
- Questionnaire that will be provided U.S. company

Though the English language is widely used in the UAE, the ability to communicate in Arabic is highly important when dealing with the government.

Recently, President His Highness Sheikh Khalifa Bin Zayed Al Nahyan has issued Federal Law No. 2 of 2014, for the Small and Medium Enterprises (SMEs) sector. The law aims to encourage Emirati entrepreneurs, and the government hopes to generate more contracts for the Emirati SMEs size business.

Distribution and Sales Channels

[Return to top](#)

The most commonly used way of selling goods and services in the UAE is by appointing a commercial agent. Other methods are also used, such as direct sales to the end-user, establishment of a joint venture with a local firm, non-exclusive reseller, or selling through a licensing or franchising agreement.

U.S. exporters sometimes find it advantageous to appoint different commercial agents or partners in each emirate. Multiple agencies and distributors may also be appointed to handle diverse product lines and/or services. Many UAE companies manage numerous product lines, making it sometimes difficult to focus on all products in an efficient and effective manner.

Food imports were typically handled by firms specializing in import and distribution of food products to wholesalers, retailers and institutions. However, currently the government has removed the monopoly of agents and has opened up the sector. The UAE legal system does not distinguish between an agent and a distributor, they are both referred to as commercial agents.

The terms and conditions of a contract should be clearly defined. The contract should include the geographic territory to be covered by the agent, verification of licenses given to the agent to operate and the terms of the expiration and termination of the agreement, all of which must be agreed upon in advance. This makes a competent attorney to advise you indispensable.

Ports of the UAE: The value of goods passing through UAE ports increased 5% last year, propelled by growing imports. The total amount of non-oil related goods traded through the UAE grew 5% to AED1.58 trillion, customs officials stated on June 20, 2014. In total 198.3 million tons of goods passed through the country's seaports and airports last year, working out at 103,000 tons an hour. Figures released on June 20, 2014 by the Federal Customs Authority (FCA) revealed that the total value of imports grew last year by 5.6% to AED971.2 billion from AED 919.9billion in 2012.

Port Rashid, Jebel Ali Port, Khalifa Port, Mina Zayed, Mussafah Port, Free Port, Saqr Port, Al Jazeera port, Al Jeer port, RAK Khor Port, RAK Maritime City, Port of Ajman, Port of Fujairah, Port Umm Al Quwain, Port Khalid and Port of Hamriyah.

Selling Factors/Techniques

[Return to top](#)

The commercial tradition of the UAE is that of the middleman or trader acting as a conduit for goods from large manufacturers to consumers largely in South Asia, the Gulf, and East Africa. The UAE still serves those traditional markets along with those of North, South, West, and Central Africa, and the rest of the Middle East.

The business style prevalent is one that puts an emphasis on personal relationships and perceptions of integrity, though there is a growing emphasis on quality, after-sales service, and maintenance requirements and costs. Because the personal relationships emblematic of the UAE's business environment take time to nurture, U.S. firms are advised to invest time in the market with a local presence or at the very least very frequent visits. This activity is not one that can be done long-distance - face-to-face contact is essential. In addition, U.S. firms should seek a local sponsor, agent, or partner with sufficient access and influence in relevant business circles. For U.S. firms selling to traders, which is the dominant business model in the UAE, there is no substitute for being price competitive. Government procurement also places heavy emphasis on selection of the low bidder, as long as the lowest price bidder is compliant with all technical specifications.

Even though the UAE is relatively less conservative than some other Gulf States and English is widely spoken, sensitivity to local traditions and Islamic beliefs is essential. The use of Arabic in packaging and advertising is both desirable and effective (and sometimes mandatory) in marketing consumer goods.

U.S. manufacturers and exporters enjoy an excellent reputation for product technology, quality and durability and the U.S. market share is expected to increase. U.S. companies face tough competition from European and Asian companies in the UAE, who generally have a larger presence in the region and/or offer comparable products and services at very competitive prices. For many products, providing after-sale maintenance services is essential, and in such cases U.S. companies should consider establishing a presence in the UAE too. In general, U.S. companies with a manufacturing presence in the UAE or in any of the GCC countries are most likely to be able to compete in the UAE market, given the relatively low cost of production compared to other places.

E-Commerce in the region has grown significantly in recent years, and is prepared for a boom, as internet connections spread and the population becomes more familiar with online shopping. Growth rates of around 20% per year are expected for the next few years.

B2C Commerce presently accounts for less than 1% of total retail sales in the region, as there are obstacles to overcome to prepare the way for the boom. These obstacles include the low adoption of the online retail channel by local businesses, the predominance of cash on delivery payments, and low consumer acceptance of online shopping, compared to international benchmarks. Still, a few markets lead the region in adoption of E-Commerce. The UAE, Saudi Arabia and Qatar together account for around half of all sales in the region. The product categories that produce the most revenue in online sales in the region are consumer electronics, computers, and jewelry, including watches. Online shopping for clothing also has begun to gain in popularity. Mobile commerce has a high potential in the Middle East, as smartphone and tablet penetration is high, and mobile is often the most common mode of connection to the internet in the region.

E-Commerce is growing in the UAE at a rate of over 20% annually off increasing Internet and mobile coverage, while store-based retail is affected by high real estate prices. Over 80% of the populations are Internet users, and of this number over 15% shop online; below 10% do so on mobile devices. The most important factors for online shoppers in the UAE were pricing, customer service and ease of use, though security concerns and inability to touch and test products before purchase keep some consumers away from online purchases. Consumer electronics and appliances was the largest product category by B2C E-Commerce sales in UAE in 2012, excluding travel and tickets. The most used payment methods in the UAE last year were credit card and cash on delivery.

Trade Promotion and Advertising[Return to top](#)

The UAE, and in particular Dubai, serves as the commercial center for the region. From late September through May, the UAE hosts a growing and almost continuous series of well attended trade exhibitions and conferences. These trade events attract an impressive number of exhibitors from the region and around the world, providing all international firms the opportunity to research the local market and evaluate the potential of their products or services before making a business decision.

Advertising plays a significant role in sales promotion. About 40% of the population is native Arabic speaking. Although the language of business is English, Arabic is the official language and is required for all governmental documentation. In addition, combined English and Arabic usage is common on signage and for many publications. English-only promotional literature is acceptable, but those that are in both English and Arabic have a decided edge. Arabic speakers in key decision making positions appreciate the extra effort and sensitivity to their culture that bilingual publications imply. Arabic labeling for consumer products, especially foodstuffs, is an important requirement and an advantage in competitive marketing.

There are a number of Arabic and English language daily newspapers and several weekly and monthly magazines that are effective consumer market vehicles. Third country language publications are also available. Below is a list of English and Arabic newspapers in the U.A.E. The mostly widely circulated English-Arabic newspapers are Gulf News and Khaleej Times. Emirates News Agency (WAM <http://www.wam.ae>) is the official news agency of the UAE. It provides daily news coverage of official and other events throughout the country. It is also a reference for UAE news for all mass media.

English Publications	Website	Arabic Publications	Website
7 Days (Dubai)	www.7days.ae	Akhbar Al Arab (Abu Dhabi)	www.akhbaralarab.ae
Emirates Business 24/7 (Dubai)	www.emirates247.com	Al Arabia (Dubai)	www.alarabiya.net
Gulf in the Media (Dubai)	www.gulfinthemedia.com	Al Bayan (Dubai)	www.albayan.ae
Gulf News (Dubai)	www.gulfnews.com	Al-Ittihad (Abu Dhabi)	www.alittihad.ae
Khaleej Times (Dubai)	www.khaleejtimes.com	Al-Khaleej (Sharjah)	www.alkhaleej.ae
The Gulf Today (Dubai)	http://gulftoday.ae	CNBC Arabia (Dubai)	www.cnbcarabia.com
The National (Abu Dhabi)	www.thenational.ae	Emarat Al Youm (Dubai)	www.emaratalyoum.com
XPRESS (Dubai)	www.xpress4me.com	WAM (Emirates News Agency)	www.wam.ae

By law, the Media Council, which is appointed by the President, licenses all publications and issues press credentials to editors. Laws also govern press content and proscribed subjects. The National Media Council reviews and censors all imported media for content. Limits on media freedom are being challenged by the establishment of Dubai Media City (DMC, <http://www.dubaimediacity.com/>) and twofour54 (<http://twofour54.com/en>) in Abu Dhabi. These free zones are intended to attract media and marketing services, business and information services, news media, multimedia/Internet, broadcasters, music companies, and production firms. In addition to tax benefits, companies operating in these free zones have been guaranteed that the government will not censor their news and information content, provided certain relatively liberal guidelines of taste and propriety are met. U.S. firms are strongly urged to consider cultural sensitivities in any promotional activity.

Radio and television broadcasts are primarily in Arabic, English, Hindi and Urdu and can also be considered as a channel of advertising.

Pricing

[Return to top](#)

For consumer goods, price is the primary buying factor for the middle and lower classes. These market segments are served through small stores and shops in traditional souks, or markets. Retailers in this category operate under razor-thin margins—(1% or 2% is common) and rely on volume. At the other end of the scale are the segments of the society with high purchasing power, made up of largely of UAE nationals, businesspersons and tourists. For this group, price is not a primary buying factor and retail margins are high. These segments are serviced through Western-style malls and specialty shops. The UAE is home to some of the largest malls in the world, as their air-conditioned comforts in a harsh climate include various dining and entertainment, as well as shopping establishments. U.S. exporters must be ready to use pricing aggressively to encourage market acceptance of their products.

The average importer markup on food products is about 10-15%. Retail food prices are generally 20-25% above import/wholesale prices.

Price plays a major role in the decision making process on all major government and commercial purchases, though technical aspects do weigh heavily with some semi-government entities like the Abu Dhabi National Oil Company and local utility companies. Companies bidding on government tenders submit Technical and Commercial proposals that are reviewed and evaluated separately.

The relatively higher prices of U.S. products and services can be attributed to higher quality and higher transport costs and is also an important factor making Indian, Chinese, Korean, and Japanese suppliers more competitive in this market. European companies are known to offer quality products as well and are tough competitors when the Euro is low. The strength of the Euro versus the Dollar (though in decline), and the peg of the AED to the Dollar (\$1 = AED 3.67), which offers pricing and exchange consistency for buyers, currently favors U.S. products.

Sales Service/Customer Support

[Return to top](#)

With increased competition and availability of quality products, providing need-based customer support and after sales service is of paramount importance. Consumer rights as stated in the Consumer Protection Law No (24) 2006 include:

- Right to safety (to be protected from products, production processes and services that may cause harm to health and safety)
- Right to representation (to express opinions to develop the goods, services, prices and availability)
- Right to choose (to have multiple options of items and services in competitive prices and quality); and
- Right to be informed (knowledge and skill and awareness of consumer rights and responsibilities)

Consequently, companies wanting to do business in the UAE are advised to:

- Avoid misleading advertising and provide consumers accurate information about their rights.
- Make clear policies regarding refunds, replacement, repair or rework for defective or damaged products and/or incomplete services.
- Display prices clearly in UAE currency (AED) for goods and services in Arabic with and any other language.
- Provide all consumers with a dated detailed receipt.
- Label the product condition visibly and clearly for sellers of used or repaired goods.
- Offer products with valid guarantees and warranties.
- Guarantee service quality for a period of time. If services are not carried out with due care, the service must to be provided again for free or refunded.
- Ensure that employees' knowledge is compatible with the range of products and services offered.

The current business environment thus would favor companies that deal with local distributing companies with adequate parts inventory and regular maintenance capabilities.

Protecting Your Intellectual Property

[Return to top](#)

Intellectual Property Rights (IPR) Climate in the UAE:

The UAE government has demonstrated a commitment to strengthening Intellectual Property Rights (IPR) enforcement in its ongoing bid to attract regional and international investment and transshipment. The UAE is a World Trade Organization (WTO) member and a signatory to the Paris Convention for the Protection of Industrial Property. The UAE government has passed IPR laws and stepped up enforcement actions aimed at reducing or eliminating IPR violations, and bringing its IPR regime up to international standards. In the area of software, the UAE is considered by industry watchers as having one of the best records on copyright protection in the region. In Trademarks, the law provides that owner of the registration shall enjoy exclusive rights to the use of the trade as

registered and can prevent others from using an identical or similar mark. The UAE government has also show commitment in the enforcement of pharmaceutical patent rights.

A major weakness in the UAE's enforcement is the lack of regulations to allow for the establishment of organizations, commonly referred to as collecting societies, with the authority to collect royalties on behalf of its members, despite the provision for their establishment in the 2002 copyright law. This problem is acute in the performing arts sector where performers are unable to collect royalties (also known as neighboring rights) on the broadcast of their performances because of the lack of a collecting society. For over seven years, the U.S.G has been working in partnership with U.S. industry and international stakeholders to convince the Ministry of Economy (MoE) to allow for the creation of a collecting society. (For more details see Chapter 6 "Investment climate").

The UAE Government (UAEG) continues to lead the region in protecting intellectual property rights (IPR). Anecdotal and statistical evidence confirms that the UAEG is enforcing copyright, trademark, and patent laws passed in 2002 to protect U.S. intellectual property, and continues to demonstrate its commitment to the 2002 agreement providing TRIPS-plus levels of protection to U.S. pharmaceuticals. In 2008, the UAE Ministry of Economy (MoE) established offices for copyright, trademark, and patent registration, each under a different section at the MoE. Although the UAE is a leader in the region at enforcing intellectual property rights and the Emirate of Dubai is pro-active in enforcement, many stakeholders believe that the UAEG could do more to fight piracy and counterfeiting in the other emirates and to better deal with the problems of transshipping of counterfeit goods.

The copyright law, enacted in July 2002, grants protections to authors of creative works and expands the categories of protected works to include computer programs, software, databases, and other digital works. Efforts to combat computer software piracy in the UAE have been successful. According to industry estimates, the rate of software piracy in the UAE is the lowest in the Middle East and North Africa, estimated to be 37% in 2011 (Source: BSA). The UAE is recognized as the regional leader in fighting computer software piracy. In recent years, the UAE launched several campaigns against piracy and seized and destroyed thousands of pirated CDs, auto spare parts, perfumes, air fresheners, electrical devices, sport equipment, medicines, movies and music discs. In 2014, industry estimated that piracy resulted in almost \$200 million (AED 735 million) in losses to the UAE economy in 2013. According to UAE officials, counterfeit goods cost UAE economy around \$408 million (AED 1.5 billion) annually. The copyright law also allows for the establishment of royalty collecting societies for broadcasting and public performance of recorded music; however, the UAE has yet to issue regulations to allow for the establishment of such societies. The result is a loss of millions of dollars for the music recording industry every year.

The UAE's Trademark Law, also issued in July 2002, confirms that the UAE will follow the Nice International Classification System and that one trademark can be registered in a number of international classes. The law provides that the owner of the registration shall enjoy exclusive rights to the use of the trademark as registered and can prevent others from using an identical or similar mark on identical or related products and services if use of the mark is likely to cause confusion among consumers. As part of the GCC Customs Union, the UAE and the other five Member States are working toward unifying their IPR regimes. In this respect, the GCC has prepared a draft GCC trademark law. All six Member States are expected to adopt this law as national legislation in order to implement it in 2014.

Useful contacts:

Ministry of Economy
P.O. Box 901, Abu Dhabi, UAE
Tel: +971-2-626-5000; Fax: +971-2-626-2922
E-mail: info@economy.ae
Website: www.economy.ae

Dr. Ali Ibrahim Al Hosani, Undersecretary for Intellectual Property

Mr. Fawzi Al Jaber, Manager, Copyrights

Ms. Fatema Al Hosani, Manager, Trademarks

Mr. Khalfan Al Suwaidi, Manager, Patents

Tel: +971-2-613-1415

Tel: +971-2-613-1431 & 1430

Tel: +971-2-613-1402 & 1406

Protecting Your Intellectual Property in the United Arab Emirates:

Several general principles are important for effective management of intellectual property (“IP”) rights in the UAE. First, it is important to have an overall strategy to protect your IP. Second, IP is protected differently in the UAE than in the U.S. Third, rights must be registered and enforced in the UAE, under local laws. Your U.S. trademark and patent registrations will not protect you in the UAE. There is no such thing as an “international copyright” that will automatically protect an author’s writings throughout the entire world. Protection against unauthorized use in a particular country depends, basically, on the national laws of that country. However, most countries do offer copyright protection to foreign works under certain conditions, and these conditions have been greatly simplified by international copyright treaties and conventions.

Registration of patents and trademarks is on a first-in-time, first-in-right basis, so you should consider applying for trademark and patent protection even before selling your products or services in the UAE market. It is vital that companies understand that intellectual property is primarily a private right and that the U.S. government generally cannot enforce rights for private individuals in the UAE. It is the responsibility of the rights’ holders to register, protect, and enforce their rights where relevant, retaining their own counsel and advisors. Companies may wish to seek advice from local attorneys or IP consultants who are experts in the UAE law. The U.S. Embassy in Abu Dhabi provides [a list of local lawyers on its website](#).

While the U.S. Government (USG) stands ready to assist, there is little we can do if the rights holders have not taken these fundamental steps necessary to securing and enforcing their IP in a timely fashion. Moreover, in many countries, rights holders who delay enforcing their rights on a mistaken belief that the USG can provide a political resolution to a legal problem may find that their rights have been eroded or abrogated due to legal doctrines such as statutes of limitations, laches, estoppel, or unreasonable delay in prosecuting a law suit. In no instance should USG advice be seen as a substitute for the obligation of a rights holder to promptly pursue its case.

It is always advisable to conduct due diligence on potential partners. Negotiate from the position of your partner and give your partner clear incentives to honor the contract. A good partner is an important ally in protecting IP rights. Consider carefully, however, whether to permit your partner to register your IP rights on your behalf. Doing so may create a risk that your partner will list itself as the IP owner and fail to transfer the rights should the partnership end. Keep an eye on your cost structure and reduce the margins (and the incentive) of would-be bad actors. Projects and sales in the UAE require constant attention. Work with legal counsel familiar with the UAE laws to create a solid contract that includes non-compete clauses, and confidentiality/non-disclosure provisions.

It is also recommended that small and medium-size companies understand the importance of working together with trade associations and organizations to support efforts to protect IP and stop

counterfeiting. There are a number of these organizations, both the UAE or U.S.-based. These include:

- The U.S. Chamber and local American Chambers of Commerce
- National Association of Manufacturers (NAM)
- International Intellectual Property Alliance (IIPA)
- International Trademark Association (INTA)
- The Coalition Against Counterfeiting and Piracy
- International Anti-Counterfeiting Coalition (IACC)
- Pharmaceutical Research and Manufacturers of America (PhRMA)
- Biotechnology Industry Organization (BIO)
- Arabian Anti-Piracy Alliance (AAA), Dubai
- Brand Owner's Protection Group (BPG), Dubai

IP Resources

A wealth of information on protecting IP is freely available to U.S. rights holders. Some excellent resources for companies regarding intellectual property include the following:

- For information about patent, trademark, or copyright issues -- including enforcement issues in the U.S. and other countries -- call the STOP! Hotline: **1-866-999-HALT** or visit www.STOPfakes.gov.
- For more information about registering trademarks and patents (both in the U.S. as well as in foreign countries), contact the U.S. Patent and Trademark Office (U.S.PTO) at: **1-800-786-9199**, or visit <http://www.uspto.gov/>.
- For more information about registering for copyright protection in the U.S., contact the U.S. Copyright Office at: **1-202-707-5959**, or visit <http://www.copyright.gov/>.
- For more information about how to evaluate, protect, and enforce intellectual property rights and how these rights may be important for businesses, please visit the "Resources" section of the STOPfakes website at <http://www.stopfakes.gov/resources>.
- For information on obtaining and enforcing intellectual property rights and market-specific IP Toolkits visit: www.stopfakes.gov/businesss-tools/country-ipr-toolkits. The toolkits contain detailed information on protecting and enforcing IP in specific markets and also contains contact information for local IPR offices abroad and U.S. government officials available to assist SMEs. This site is also linked to the U.S.PTO website for registering trademarks and patents (both in the U.S. as well as in foreign countries), the U.S. Customs & Border Protection website to record registered trademarks and copyrighted works (to assist customs in blocking imports of IPR-infringing products) and allows you to register for Webinars on protecting IPR.
 - For an in-depth examination of IPR requirements in specific markets, toolkits are currently available in the following countries/territories: Brazil, Brunei, China, Egypt, European Union, India, Italy, Malaysia, Mexico, Paraguay, Peru, Russia, Taiwan, Thailand, and Vietnam.
 - For assistance in developing a strategy for evaluating, protecting, and enforcing IPR, use the free **Online IPR Training Module** on www.stopfakes.gov.

- For U.S. small and medium-size companies, the Department of Commerce offers a "SME IPR Advisory Program" available through the American Bar Association that provides one hour of free IPR legal advice for companies with concerns in Brazil, China, Egypt, India, Russia, and Thailand. For details and to register, visit:
http://www.abanet.org/intlaw/intlproj/iprprogram_consultation.html
- The U.S. Commerce Department has positioned IP attachés in key markets around the world. The U.S. PTO also has a regional IPR Attaché for the Middle East & North Africa, Aisha Salem (Aisha.Salem@trade.gov).

Due Diligence

[Return to top](#)

One of the most important issues for American companies contemplating establishing agency relationships in the U.A.E. is their prospective ability to terminate that agency relationship subsequently. Terminating agency agreements with local companies can be highly costly and drawn out if an agency agreement is not drafted carefully.

Any business agreement that binds the company to a local U.A.E. agent should be entered into only after receiving competent legal advice on how to structure the document. U.S. companies are advised to utilize the services of an attorney fully conversant in U.A.E. law and practice, in particular with Commercial Agencies Law 2 of 2010, which reverses some of the amendments made in (Law 13) 2006 to the Federal Law 18 of 1981, and introduces new amendments.

Detailed provisions are therefore necessary to draft enforceable agency agreements. Depending on the agreement, a few items that should be specified are the performance measures for the local agent, consequences for failure to meet specific targets, dealing with competitors and competitive commodities, the length of the contract, and explicit lists of projects covered by the agreement.

The U.S. Commercial Service can assist companies perform due diligence through its International Company Profile (ICP) service. ICPs provide information related to ownership and management structure, business activities, foreign companies represented, reputation in the local market, and a Specialist's opinion on the relative strength and reliability of a local firm.

Local Professional Services

[Return to top](#)

Please click on the link below for the list of Local Professional Services

<http://export.gov/unitedarabemirates/businessserviceprovider/index.asp>

Web Resources

[Return to top](#)

www.economy.ae
www.ameinfo.com
www.consumerelectronicsnet.com
www.tbreak.ae

[Return to table of contents](#)

Chapter 4: Leading Sectors for U.S. Export and Investment

Commercial Sectors

- [Aircraft Parts/Services](#)
- [Automotive](#)
- [Construction](#)
- [Consumer Electronics](#)
- [Cosmetics/Perfume](#)
- [Education](#)
- [Franchising](#)
- [Healthcare Services](#)
- [Oil and Gas Field Machinery and Services](#)
- [Renewable Energy](#)
- [Agricultural Sectors](#)

Aircraft Parts/Services

[Return to top](#)

Overview

[Return to top](#)

Demand for aircraft parts and aviation services are driven by business and leisure air travel and the size and age of aircraft fleets. The profitability of individual companies depends on efficient operations. Large companies enjoy economies of scale in purchasing. Small companies can compete effectively in hometown markets. Companies in this industry operate airports for commercial and general aviation and provide support services such as air traffic control, aircraft fueling and maintenance, baggage and cargo handling, and rental of hangar space. Major services include aircraft maintenance and repair, fixed-base operator services and ground handling. Other services include airport administration and operation and wholesale fuel sales. Major companies include Advanced Military Maintenance, Repair and Overhaul Centre (AMROC), Abu Dhabi Aircraft Technologies (ADAT), Gulf Aircraft Maintenance Company (GAMCO), Trans-Aero, Emirates Airline Engineering, Aerostar Asset Management, Hawker Pacific Avionics, Jet Aviation and Goodrich Aerostructures.

Sub-Sector Best Prospects

[Return to top](#)

Any company that can contribute in developing a state-of-the-art sustainment center is in demand. The requirement is for the center to offer innovative maintenance solutions, performance-based reliability, all life cycle management, and affordability from one centralized location. In addition, there is a market for independent provider of maintenance, repair, and overhaul solutions for airframes, engines, and components.

Opportunities

[Return to top](#)

Designed to meet the demands of the 21st century aerospace industry by forming partnerships with aircraft OEMs and combining leading-edge technology, best practice manufacturing processes, an integrated supply chain, and a high caliber workforce, Strata delivers innovative, cost effective solutions driving growth and efficiency. Strata endeavors to become a tier-one supplier: designing, developing and manufacturing aircraft major units - such as wings and empennages - for the next generation of commercial aircrafts. Recent years have witnessed a revolution in the digitization of the commercial aircraft industry with various airlines realizing the importance of providing added features such as real-time weather details, flight operations, asset tracking, health monitoring, and airport taxi services. The future will see significant opportunities for aircraft manufacturers and OEMs to use various means of digitization as a potential source of differentiation. Today's world is increasingly adopting the digital model in all aspects of living and thus embedded sensors improve the efficiency of business processes when combined with mobility applications. The devices are expected to reduce the amount of paper required for flight operating manuals, navigation charts, reference handbooks and flight checklists. Focus is also on the new Aviation District at the Al Maktoum International Airport, with FBO operators wanting to construct their own customized solutions.

Trade shows:

MEBA: Middle East Business Aviation Show

Date: 8 – 10 December, 2014

Website: <http://www.meba.aero/>

MRO Middle East
Date: 2 -3 February, 2015
Website: <http://events.aviationweek.com/archive/2014/mme/>

IDEX: International Defence Exhibition and Conference
Date: 22 – 26 February, 2015
Website: <http://www.idexuae.ae/>

Abu Dhabi Air Expo
Date: 24 – 26 February, 2015
Website: <http://www.adairexpo.com/>

Airport Show
Date: 10 – 12 May, 2015
Website: <http://www.theairportshow.com>

Dubai Air Show
Date: 8 – 12 November, 2015
Website: <http://www.dubaiairshow.aero/splash>

Resources

[Return to top](#)

Airline Update: www.airlineupdate.com
Mubadala - www.mubadala.com
Abu Dhabi Airports Company - www.adac.ae
General Civil Aviation Authority - www.gcaa.ae
Hoovers - www.hoovers.com
Dubai World Central - www.dwc.ae

Overview[Return to top](#)

The U.A.E. relies on imports, with virtually the entire supply of car and light vehicles being imported. Barring a couple of truck units assembling CKD components and armored vehicles factories, there is no serious automotive manufacturing activity taking place in the UAE.

According to media reports, the UAE's automobile sector remains in the fast lane, as the country ranked top globally with more than 25% sales growth in 2012. Following the buoyant growth in 2012, the industry players are estimating that the UAE's total industry volume will reach 380,000 vehicles in 2013 compared to 305,000 vehicles in 2012 and 243,000 sold in 2011.

Accordingly, they are estimating a growth of 27% year-on-year basis in 2013 for new vehicle sales in the UAE and an average of nearly 9% during the five-year period to 2017. This is due to favorable macroeconomic conditions and household spending, increased access to vehicle financing and the migration from neighboring countries and the region.

The market is broadly divided between around 80% for passenger cars and 12% for trucks and 8% for vans and buses. The Japanese manufacturers lead the UAE automobile market with over 60% market share, with Toyota Motor maintaining its dominance in the market. The luxury segment contributed around 12% to the UAE's total industry volume with 17% growth annually.

Tariffs: The tariff applied to cars is 5% customs duties on value of the vehicle plus 1% insurance plus cost of the shipment. For trucks, the customs duty is 12%.

Taxes: No VAT, luxury tax or special consumption tax exist on vehicles.

Barriers: The UAE's trade policy has been consistent with its obligations under the WTO. There are few trade barriers, viz. automotive parts should not contain asbestos, and products should not have been manufactured or transited through Israel.

Market Entry

All cars and buses entering UAE have to abide by safety regulations issued by the Emirates Authority for Standardization and Metrology (ESMA). In addition, the following rules must be adhered to:

- Head restraints in all seats and air bags for the driver and the front passenger are compulsory for all passenger cars and buses with capacity up to 22 passengers.
- Safety belts and Anti Braking System (ABS) are required in all new vehicles. Extra seats in the aisles are prohibited for any motor vehicle with a riding capacity of four people or more.
- Every vehicle must have an alarm to notify when drivers exceed speed limit of 120 km in cars and 100 km on buses.

In addition, all vehicles must be exported from the country of manufacture and steering wheels must not be modified. There must be no damages on the vehicle's outer body and must be accident free.

Current Market Trends:

New Products Sector

The UAE automotive industry's growth is driven by a number of factors, including increasing quality awareness, high spending power, and wide offerings of automotive products across international brands. According to industry estimates, in the first half of 2013, UAE companies imported most from Japan (50%), followed by U.S.A (13%) and then South Korea (6%).

During the corresponding period, vehicle re-exports grew by 13%. Iraq is the top destination for cars re-exported from Dubai, accounting for 10%, followed by Libya and Iraq (8% each).

Passenger Cars - Toyota Motors remained the dominant player with 36.6% market share. Nissan is second with a market share of 16.9%, followed by Mitsubishi (7.6%), Hyundai (6.5%) and Ford (4.2%). Kia was sixth with a market share of 3.8% followed by BMW, Honda, Lexus and Chevrolet, taking the seventh, eighth, ninth and tenth positions respectively.

Commercial Vehicles – With major infrastructure and housing projects being planned, this sector will experience continued growth. Truck approvals are conducted at the GCC level by the GCC Standards Organization which is based in Riyadh, KSA. The product should be first approved by GSO before the truck CAN be exported to GCC countries, including the UAE.

U.S. truck manufacturers or exporters can contact the office below for approval:

Conformity Assessment Department
G.C.C Standardization Organization (GSO)
Tel: +966 1 274 66 55 ext. 333; Fax: +966 1 210 53 90
E-mail: alsagr@gso.org.sa

Best Prospects

[Return to top](#)

Parts and Components - UAE's strategic positioning and economic conditions has lead the country to become a regional hub for car parts and vehicle components in the entire Middle East and GCC. As a result, the UAE has become a key player in the car parts trade within the Gulf region and has positioned itself as a major re-export center.

According to media reports, the auto spare parts trade contributed around \$ 9.89 billion or 3.33% of Dubai's total foreign trade in 2011. Imports amounted to \$ 5.85 billion and exports to \$ 4.02 billion. The country imported about 28% of auto parts and accessories from Japan, 13% from China and 11% from South Korea during the first half of 2013.

The UAE re-exports auto parts to GCC, African countries, Afghanistan, Iraq and the Indian Subcontinent.

Local Standards Requirements:

GSO Standards tests for motor vehicle spare parts:

- [Motor vehicle spare parts \(draft\)](#)

GSO Standards tests for multipurpose tires:

- [Multipurpose Tires – General Requirements](#)
- [Multipurpose vehicles tires standards](#)
- [Multipurpose vehicles tires \(testing methods\)](#)

Used Car Market Sector

Passenger Cars - As a regional trade hub supporting intense international business activity, the UAE presents an extremely competitive business landscape for American companies in this sector. Many successful U.S. firms already in business in the region rely on technological advantage and quality assurance in addressing current demand and facing foreign competition.

Regulations -

- All vehicles must be conformity to the UAE standards and their steering wheels must not be modified.
- There must be no damages on the vehicle outer body.
- The UAE does not allow import of vehicles that have been subject to accidents such as submerging, fire, collision, rollover, etc. Also, vehicles previously used as taxicabs or by police are not allowed to be imported.
- Vehicles may only be exported to companies (having commercial registration for business activities in vehicle sale and import) and to individuals with a valid residence authorization, if the importer is not a citizen of any of the GCC States.

Documents required -

1. Proof of vehicle ownership and invoice attested by the local chamber of commerce in the U.S.
2. Export declaration of the customs administration in the U.S. The invoice and the certificate of origin shall be attached to the export declaration.

A document issued by Police in the U.S. indicating that the vehicle is not wanted for any criminal investigation.

Re-Manufactured/Used Auto Parts

Importation of reconditioned/used auto parts is not allowed for sale in the UAE, unless reconditioned by the original manufacturer. The reseller is not allowed to claim that the part is the same as an original part. There is no difference in the treatment between remanufactured and used auto parts. This treatment applies to all motor vehicle parts.

Remanufactured/rebuilt parts are generally considered used or semi-used and are reflected in the pricing. Normally, the warranty period will not be the same as the original, if offered.

Used, not remanufactured, parts usually carry no warranty.

Local industry sources believe that there could be potential as there are a number of American cars sold within the U.A.E. and also a number of used American cars are re-exported to other neighboring countries through the U.A.E. Rebuilding of parts in the U.A.E. is limited to auto mechanics offering their clients an extra service in their maintenance of cars.

The 5% import duty for new parts also applies to remanufactured or used parts. The use of the company logo as well as the original packing design is not allowed for reconditioned/used parts. As there is a complete difference in packing from the original, advertising costs for resellers of reconditioned/used parts are higher even though the quality of the product is similar. It will not be easy to lend credibility to reconditioned/used parts in this market and a lot of effort would need to be put into the process of establishing a brand.

Local Standards Requirements:

GSO Standards tests for retreaded tires:

- <http://www.esma.gov.ae/SiteCollectionDocuments/ECAS/ECAS-RT.pdf>

Opportunities

[Return to top](#)

There are a number of areas within the automotive sector that provide U.S. companies increased opportunities in the UAE market:

- The Abu Dhabi Government's new initiative to develop 'The Auto City' in the Mussafah area. The cluster will cater to advanced workshops and service centers thereby attracting investment in automobile manufacturing and spare part logistics.
- Remanufactured Parts: With local government bodies showing increased commitment on greener technologies, commercial vehicles remanufactured parts should find increased acceptance.
- Luxury Vehicles: Lifestyle changes in the UAE provide opportunities for U.S. manufacturers to supply luxury vehicles, RVs, specialty vehicles, etc.
- Automotive Aftermarket: With increased acceptance for U.S. manufactured parts and accessories, U.S. based OEM supplies of Japanese, European and U.S. vehicles might find opportunities to supply goods to the UAE market.

In the Used Car Market Sector, UAE consumers increasingly want to buy U.S. products to cater to the growing demand for used car market sector, specifically targeting –

- Classic car buyers
- Modified vehicles buyers; and
- Performance vehicle buyers

Web Resources

[Return to top](#)

- http://www.rak-realestate.de/rak_pic/d03/d03i/Auto%20Survey%20report-12-1-10l.pdf
- <http://www.uaeinteract.com/docs/>
- <http://www.zawya.com/>
- http://trade.gov/static/autos_report

Overview

The UAE lies between 22°30' and 26°10' north latitude and between 51° and 56°25' east longitude. It shares a 530-kilometer border with Saudi Arabia on the west, south, and southeast, and a 450-kilometer border with Oman on the southeast and northeast. It is in a strategic location along southern approaches to the Strait of Hormuz, a vital transit point for world crude oil.

- Area is 32,278 sq miles.
- The UAE is a federation of seven emirates, of which Abu Dhabi is the largest in area, followed by the Emirate of Dubai.
- Population: About 8.5 Millions in 2012, out of which more than 7 Millions are expatriates.
- Environmental concerns & Natural hazards: frequent sand and dust storms.
- Environment - current issues: lack of natural freshwater resources being overcome by desalination plants; desertification; beach pollution from oil spills.
- Climate: The UAE climate is generally hot and humid. The hottest months are July and August, when average maximum temperatures reach above 50.°C (About 122 °F).

Construction is the third largest sector of the economy, after oil and trade. The construction sector has been a primary beneficiary of the oil boom and surge in investment. While the construction sector contributed 10.3% to the UAE GDP in 2011, it is projected to contribute 11.1% in 2015.

The Emirate of Abu Dhabi has a set of building codes that incorporate substantial sustainable construction requirements, particularly in water and energy consumption. Both Dubai and Abu Dhabi realize the importance of introducing sustainable architecture, design, engineering, and construction standards within their particular emirate. For example, Dubai implements provisions where all new construction projects must follow Leadership in Energy and Environmental Design (LEED) standards.

The UAE is leading the region in green building with the highest share of green buildings in the Middle East and North Africa. 65% of green buildings in region are found in UAE.

The emirates of Abu Dhabi and Dubai dominate the construction sector and set the pace for the UAE as a whole.

According to Business Monitor International (BMI), the UAE's construction industry value was at approximately \$ 41 billion in 2013, representing a real value annual growth of 4.5%.

MEED estimates the total value of projects planned or underway in the UAE at \$ 549 billion as of February 2013.

Transportation amounts to 13% of the total UAE construction spend, commercial amounts to 62%, industrial 19%, energy and resources account for 19% and residential for 3%.

Construction projects depend on the availability of resources. The UAE has to compete with its two neighbors that have very strong investment plans; Qatar & Saudi Arabia. The awarding of the FIFA World Cup 2022™ to Qatar will see \$100 billion invested, out of which about 40% in infrastructure; meanwhile, in Saudi Arabia the construction sector is growing at about 4% per year and the country is looking to spend \$500 billion on transportation, energy and education facilities.

Estimated total capital investment in 2013 was about \$95 billion.

Sub-Sector Best Prospects

[Return to top](#)

All facets of sustainable technology are needed within the UAE. There is a desire to find U.S. companies that can lead a green project from the very start of design to its ultimate completion. This includes providing the materials and leading the management of the sustainable project.

There is also a great need for companies that can modify existing buildings to become more energy efficient.

Opportunities

[Return to top](#)

In 2013, construction market continued to slowly pick up. Dubai announced ambitious plans to develop Mohamed Bin Rashid City; a mega-project includes the world biggest shopping malls, 100 hotels and a park larger than Hyde Park in London.

Dubai also announced plans to develop the AED1 billion (U.S.\$.3 billion) Dubai Sustainable City; a green-development project, which has 500 villas to be completed by mid-2015. The first cluster of 100 villas and townhouses will be delivered by the end of 2014.

In Abu Dhabi, the Abu Dhabi government is focusing on developing the Western Region of the emirate which occupies 60% of the emirate's land mass and has only 11% of Abu Dhabi's population. The Abu Dhabi Executive Council has allocated \$ 95 billion for the implementation of major development projects between 2013 and 2018 to be invested towards the development of the emirate's Western Region. Developments include plans to building network of 12 'three-in-one' community centers offering shops, restaurants and community facilities to be developed in addition to hospitals, schools and other infrastructure elements.

Due for completion by 2020, the Tourism, Development, and Investment Company's (TDIC) 27 square kilometers Saadiyat Island is just one of many environmentally friendly developments underway. This project, along with others, provides a number of opportunities for U.S. companies seeking to enter the UAE market with their sustainable architecture, design, engineering, and construction expertise. A premier island destination as well as a modern, integrated residential community, Saadiyat aims to be home to an estimated 160,000 residents with a full complement of leisure and tourism facilities, as well as civic and cultural institutions.

In early 2012, The Abu Dhabi Executive Council announced social projects targeted at Emirati citizens, including new housing developments, building 14 new hospitals and 24 new schools. The announcement signaled the conclusion of a wide ranging evaluation of projects in the capital, reconfirming plans for developments on Saadiyat Island and Khalifa Port, and the planned Midfield terminal at Abu Dhabi International Airport. The new Midfield terminal at Abu Dhabi International Airport will accommodate 27 million passengers a year. The 700,000 square meter terminal, estimated to cost about AED25 billion and is expected to open in 2017.

List of Major projects include:

Transport

Etihad Rail	\$11.0 billion
Dubai Int'l Airport Concourse 4 & Terminal 4 Expansion	\$7.8 billion
Dubai Metro	\$7.6 billion
Abu Dhabi International Airport Expansion	\$6.8 billion

Al Maktoum International Airport	\$3.3 billion
Dubai International Concourse	\$3.3 billion
Abu Dhabi Metro	\$ 3.0 billion
Mafrq-Ghweifat Highway	\$ 2.7 billion

Energy and Utility

Abu Dhabi Nuclear Power Plant	\$ 30 billion
IGCC Plant, Dubai	\$ 6.0 billion
Gas Processing Facilities, Abu Dhabi	\$ 7.0 billion
Shuweihat 2 IWPP	\$ 5.6 billion
Oil Storage Terminal in Fujairah	\$ 5.5 billion

Web Resources

[Return to top](#)

Abu Dhabi Urban Planning Council - <http://www.upc.gov.ae>
Emirates Green Building Council - <http://www.emiratesgbc.org>
Dubai Municipality - <http://www.dm.gov.ae>
Abu Dhabi Department of Municipal Affairs - <http://dma.abudhabi.ae>
Abu Dhabi Municipality - <http://www.abudhabi.ae>
The Abu Dhabi Executive Council - <http://www.gsec.abudhabi.ae>

Consumer Electronics

[Return to top](#)

Overview

[Return to top](#)

UAE retains its position as a leading global consumer electronics market. Thanks to its strong domestic demand that is ever growing and its strategic location as an international business hub serving the GCC and the rest of the world. Located at the crossroads of Asia, Africa and Europe, the electronics distributors of the UAE serve a potential market of almost 2 billion consumers.

In recent years, the domestic market in the UAE has steadily become more significant in relation to re-export trade. The UAE is the preferred testing ground for multinational consumer electronics companies for new product launches and marketing initiatives. The UAE's consumer electronics devices market, categorized as computing devices, mobile handsets and video, audio and gaming products, is estimated to reach a value of U.S.\$4.7 billion by 2016, driven by the popularity of new electronic devices such as LED and 3G TV sets, 3G mobile handsets, smart phones, feature-rich notebooks, MP3/MP4 players and Blu-ray players. Spending on AV products will gain momentum from demand for new high-tier products such as 3D and LED TV sets. SLR cameras, high-end camera phones and smartphones are also popular products.

Unit: U.S.\$ millions

Consumer Electronics (Computers, Video, Audio & Gaming, Communications)	2012	2013 (estimated)	2014 (forecast)	2015 (forecast)
Total Market Size	3825	4057	4355	4682
Total Local Production	N/A	N/A	N/A	N/A
Total Exports	N/A	N/A	N/A	N/A
Total Imports	3825	4057	4355	4682
Imports from the U.S.	1265	1394	1572	1781

Data Sources: BMI; census.gov/econ; uaestatistics.gov.ae

Total Market Size = (Total Local Production + Total Imports) – (Total Exports)

Total Local Production: There is no local production in the UAE

Total Exports: Since there is no local production in the UAE, there are no exports.

However, the UAE does serve as a re-export market

Total Imports: All goods and services in the industry are imported.

Sub-Sector Best Prospects

[Return to top](#)

UAE's consumer electronics devices market, defined as the addressable market for computing devices, mobile handsets and video, audio and gaming products, reached a value of U.S.\$3.8 billion in 2012. This is expected to increase to over U.S.\$5.1 billion by 2017, driven by the popularity of new electronic devices such as LED and 3G TV sets, 3G mobile handsets, smartphones, feature-rich notebooks, MP3/MP4.

Opportunities

[Return to top](#)

Investment in e-government and computers for education will lead to computer deployments in schools and government offices, while demand will also be strong in the SME and consumer segments. Telecoms operators have launched a range of managed services and corporate solutions for SMEs in the UAE, which we expect to drive demand for new PCs and tablets. Spending will grow at a CAGR of 9% through to 2017, led by notebooks, which account for over 60% of spending. Growth drivers will include demand for premium HD TV sets, with the roll-out of HD TV broadcasting in the UAE, and high-end digital cameras. An overall AV spending CAGR of 5% is projected for 2012-2017. Volume sales growth will continue to be healthy because of demand for smartphones.

Trade shows:

Gitex Shopper

Date: 27 September – 04 October, 2014

Website: <http://www.gitexshopperdubai.com/>

Gitex Technology Week

Date: 12 – 16 October, 2014

Website: <http://www.gitex.com/>

Web Resources

[Return to top](#)

Dubai Chamber - www.dubaichamber.com

Business Monitor International - www.businessmonitor.com

Khaleej Times - www.khaleejtimes.com

Middle East Technology News - www.itp.net

Overview[Return to top](#)

The UAE's beauty and cosmetics market is growing fast with overall spending expected to reach \$1.3 billion (Dh 4.77 billion) by 2017. The value of imports is projected to increase primarily due to great emphasis on personal grooming and good looks. Such spending is driven not just by mere vanity, but also high consumerism, increased "discretionary" personal incomes and a strong social pressure on wellness.

Accordingly, sales of beauty products benefit from a number of factors, including high disposable income levels in the country, a strong shopping culture, travelling often and being exposed to global lifestyle and trends, and huge influx of tourists. The high demand can also be attributed to the rising trend of men beginning to use a widening range of beauty and personal care products.

Cosmetics is, therefore, one of the fastest growing preferred consumer retail categories in the UAE, and the booming market offers promising opportunities for quality U.S. brands. The market has seen a lot of foreign entrants to the market within the last two decades and with the organized retail in the UAE getting further established, it is also creating a demand for more imported cosmetics products. France, Germany, U.K. and the United States have been the traditional suppliers with imports gradually increasing from Turkey, India, China, Thailand, and Eastern European Countries in recent years.

Market Demand

The UAE cosmetics industry's growth is driven by a number of factors, including increasing beauty awareness, high spending power, and wide offerings of beauty and skin care products across international brands. According to industry estimates, in 2012, UAE consumers spent the most on mass cosmetics – 43%, premium cosmetics were the second-most popular – 27%, followed by fragrances – 19% and hair care – 11%.

During that year, the skin care segment had seen a major growth, with both women and men opting to buy more anti-ageing, eye-contouring, sun protection, hair loss, and anti-cellulite products. A trend that's catching up lately is compelling companies to shift from investing in moisturizing creams with skin whitening features to see more toners and anti-ageing creams with similar features.

The organic cosmetics industry and the premium hair products also went up 30% and 25% respectively during that period. It is expected that both sectors will continue to see double-digit growth in the future. The increased preference for "Halal" cosmetics products is compelling local and international companies to adopt business strategies accordingly.

Market Characteristics

In the UAE, the beauty sector comprising of cosmetics and well-being products, hair products, fragrances, etc. has been growing because of multi factors. Firstly, the harsh climatic conditions contribute to the demand for hair and skin care products in order to protect against dryness and damage. Secondly, change in population dynamics and growing income class has also led to disproportionate spending on luxurious beauty products. With young and largely "fashion conscious" population, there is a growing trend towards consumer urbanization and higher spending propensity.

Finally, population increase coupled with rise in income has led to growth of the number of spas. The spa culture can also be attributed to increased tourism that the country has lately seen.

Apart from the above, the wide demographic spread in the UAE has compelled companies to import widespread range of products from across the price spectrum. The Cosmetics and Perfumes Sector is thus one of the most competitive, innovative and dynamic sectors. This is mainly due to the current trend to increasingly accept premium beauty care products as an “affordable luxury” by both men and women in the UAE.

Technical Requirements

Safety and Quality Requirements:

- Products shall be completely free from substances or derivatives which are prohibited, e.g., Pork, lard, etc., and shall be safe for human health when used under normal or reasonably conditions.
- The product(s) shall comply with the requirements of UAE.S GSO 1943
- The product(s) should be homogenous, stable and their properties should not change during its shelf life when stored and used as per the instructions. Cosmetic products, particularly its form, odor, color, appearance, packaging, labeling, volume or size should not be confused for food products as it may result in unintended use (consumption) which may be dangerous.
- The product(s) shall be accompanied by Cosmetic Product Safety Report containing the following:
 - a) Qualitative and quantitative composition of the cosmetic product, including chemical identity of the substances (incl. chemical name, INCI, CAS, EINECS/ELINCS, where possible) and their intended function. In the case of perfume and aromatic compositions, description of the name and code number of the composition and the identity of the supplier.
 - b) The physical and chemical characteristics of the substances or mixtures, as well as the cosmetic product.
 - c) The microbiological specifications of the substance or mixture and the cosmetic product. Particular attention shall be paid to cosmetics used around the eyes, on mucous membranes in general, on damaged skin, on children under three years of age, on elderly people and persons showing compromised immune responses.
 - d) The purity of the substances and mixtures. In case of traces of prohibited substances, evidence for their technical unavoidability.
 - e) The normal and reasonably foreseeable use of the product. The reasoning shall be justified in particular in the light of warnings and other explanations in the product labelling.
 - f) Exposure to the cosmetic product: Data on site(s) of application, the surface area(s) of application, the amount of product applied; the duration and frequency of use; the normal and reasonably foreseeable exposure route(s).
 - g) Toxicological profile of substances
 - h) Undesirable effects and serious undesirable effects (if any)
 - i) Other relevant information, such as, risk assessments carried out elsewhere.

Manufacturing Requirements

Supplying manufacturing organizations must comply with the requirements of ISO 9001 and GSO.ISO 22716.

Metrological Requirements

Cosmetics entering the UAE market should comply with the metrological requirements of UAE.S GSO OIML R 87.

Packaging Requirements

1. The containers used for cosmetics and personal care products shall comply with article 3 of UAE.S/GSO ISO 22715 (packaging and labeling). In the case of glass containers they shall also meet the requirements of UAE.S/GSO2093.
2. Cosmetic products must be packed in appropriate containers which are clean, do not interact with the cosmetic product or vice versa, and it shall be ensured that containers are properly closed.

Labeling Requirements

For Cosmetics:

1. Information (textual and non-textual) appearing on the label shall be truthful and accurate and shall not be misleading. It should be in English or Arabic or both and must comply with the requirements of UAE.S GSO 1943.
2. The expiry date of the cosmetic product shall be, expressed by 'date of minimum durability' or 'period after opening', to be indicated clearly and precisely. Note: The term date of minimum durability is used in the case of expiry date is equal to or less than thirty months while the term 'period after opening' is used in the case of more than thirty months.
3. The date of minimum durability shall be indicated by the month and year or the day, month and year, in that order. In any case it shall be preceded by either the symbol 1 of Annex 4 or by the phrase "best used before the end of". If necessary this information shall be supplemented by an indication of the conditions which must be satisfied to guarantee the stated durability.
4. The period after opening shall be indicated by month and/or years.
5. The above requirements are not applicable in the cases where the concept of the durability after opening is not relevant, that is to say for single-use products, products not at risk of deterioration or products which do not open.
6. All ingredients present in the form of nano-materials shall be clearly indicated in the list of ingredients. The names of such ingredients shall be followed by the word 'nano' in brackets.
7. The following shall not appear on the labeling:
 - Pictures and illustrations those are inconsistent with prevailing UAE social customs and values
 - Medical claims without authentic evidence.

For perfumes:

Apart from the above requirements, perfumes containing any allergen with concentration more than 0.001%, the presence of these allergens should be mentioned in the list of ingredients, and consumers' attention should be drawn to the presence of these ingredients. In addition, effective July 30, 2014 all perfumes traded in the UAE must bear the Emirates Quality Mark or any other Mark approved by ESMA.

Challenges

While the current trend of eco-friendly products is likely to put cost pressures on manufacturers, stiff competition, new product innovation, wide choice of products and aggressive marketing being adopted by major companies provides obvious challenge for U.S. Companies. In addition, the need for products to comply with the UAE cosmetics products regulations viz. labeling, ingredients, etc.

might deter new companies from entering the UAE Market. Also, with the introduction of ESMA Standards for cosmetics and perfumes in the UAE and greater acceptance Halal Cosmetics, U.S. companies will do well to prepare for such changes.

Sub-Sector Best Prospects

[Return to top](#)

Perfumes, eye and facial make-up products, lip make-up, facial moisturizers, nourishing, anti-ageing products, skin whitening, etc. lead the sector, followed by hair care, oral/dental hygiene and bathing products.

Opportunities

[Return to top](#)

There are a number of areas within the Cosmetics and Personal Care Sectors where increased opportunities prevail. While perfumes, beauty, make-up and skin care products would most likely continue to rule the sector; perfumed bath products, hair preparations and room perfuming/deodorizing products might see consistent growth in line with improved quality of life. Also, since men make up of around three quarters of the UAE population, products aimed solely at men show good potential. So do products that successfully tap ethnic sensitivities and professional products e.g. halal, salon, spa products. Oral care products category also is one sector that might see high demand.

In addition, the growth of eco-consumerism has created a strong demand for green and natural products, which is expected to remain. Demand for anti-ageing products, which has witnessed increased acceptability in the last few years, is expected to continue.

Trade Events

- Beyond Beauty Arabia – Abu Dhabi & Dubai - www.beyondbeautyarabia.com
- Beauty Secrets Exhibition – Abu Dhabi - www.al-hader.com/index.php
- Beautyworld Middle East – Dubai - www.beautyworlddubai.com

Web Resources

[Return to top](#)

- Dubai Municipality: www.dm.gov.ae
- Consumer Product Laboratory Section - Dubai Central Laboratory Department - Dubai Municipality, P.O. Box 67, Dubai, UAE. Tel: +971 4 33 69 900; E-mail: labs@dm.gov.ae;
- Sharjah Municipality, Lab Section, Tel: +971 6 506 8366; Web: www.shjmun.gov.ae
- [GSL Product Registration](#)

Education continues to play a major role in achieving sustainable development in the UAE. The UAE government vision is to continue to provide the highest level of modern education in curricula, technology and environment by creating a high quality, comprehensive education system that applies world-class standards, enhances educational opportunities and improves outcome results across the different Emirates. The government is focusing on preparing a generation of UAE nationals capable to serve their nation. In order to fulfill this objective, the government is focusing on providing the best educational tools and improving the national curriculum to match actual developments. In addition, among the government main objectives is to incorporate education of information technology, eradicate computer illiteracy, preserve social values and ethics, promote traditional and leadership values among the youth. That's why, the UAE government allocated \$ 2.6 billion, accounting for 22% of its federal budget, to education in 2013.

Education System

The education system in the UAE is divided into: public schools, private schools and higher education. The public schools follow the Arabic curriculum whereas the private schools follow 15 different curricula. Schools following national curricula from the UK, U.S., India and the UAE Ministry of Education (MoE) cater to 90% of the private school student population. Among other curricula are: International Baccalaureate (IB), Canadian, French, German, Philippines, Pakistani, Iranian and Japanese.

Primary and secondary education is provided for all UAE citizens and is mandatory up to the ninth grade. The existing educational structure, which was established in the early 1970s, is a four tier system covering 14 years of education as per the following:

- Kindergarten – 4 to 5 years old (1-2 years program)
- Primary – 6 to 12 years old (6 years program)
- Preparatory – 12 to 15 years old (3 years program)
- Secondary – 15 to 18 years old (3 years program)

In 2013/2014, number of government and private schools increased to 1,281, with an approximate number of 746,534 students at all levels compared to only 74 schools and 12,800 students in 1971-1972.

PRIVATE SCHOOLS AT A GLANCE (2012/2013)				
Region	No. of Private Schools	No. of Students	Students	
			National	Expats
Abu Dhabi	117	135,400	29,667	105,733
Dubai	158	243,715	30,994	212,721
Sharjah	76	-	-	-
Fujairah	23	-	-	-
Western Region	11	7,642	1,595	6,047
Al Ain	57	57,596	17,742	39,854
Ras Al Khaimah	3	-	-	-
Ajman	3	-	-	-

STUDENTS DISTRIBUTION PER CURRICULUM (2012/2013)		
Curricula	Abu Dhabi	Dubai
American	39,520	45,862
UK	41,121	78,936
Indian	37,089	75,119
MoE	52,570	15,836
SABIS & IB	13,007	11,956
Others **	17,331	15,237
**Others: Include Canadian, French, German, Iranian, Japanese, Pakistan, Russian (only in Dubai) and Philippines.		

Among the key school operators in the UAE are, but not limited to, Choueifat, GEMS, Mosaica, Taleem, Innoventures, and Academia Management Solutions International.

Education Entities

Though the UAE is divided into seven emirates, the education entities are mainly divided into the following:

- a. Abu Dhabi Education Council (ADEC)
- b. Knowledge and Human Development (KHDA)
- c. Ministry of Education (MoE)

ADEC, KHDA and MoE are each tasked with education reform while continue to preserve local traditions, principles and cultural identity.

- a. **Abu Dhabi Education Council (ADEC)** – Established in 2005, ADEC is the regulatory body that provides licensing and accreditation to private schools in Abu Dhabi, Al Ain and the Western Emirates, sets the minimum standards that must be met in terms of educational outcomes, health, safety, building and site requirements. ADEC works closely with the MoE in formulating the Emirate education plan and focuses on developing the educational system in line with the highest standards by developing and implementing innovative approaches and initiatives.

Since September 2008, all private schools have been required by law to register with ADEC and are inspected to ensure providing a first class education and identifying strengths and weaknesses of schools' performance.

Private schools in Abu Dhabi cater for approximately 200,638 students of different nationalities including 49,004 Emirati students, representing 25% of total number of students registered in private schools. Currently, there are about 185 private schools compared to 265 public schools and 18 higher education institutes operating in 3 different regions, Abu Dhabi, Al Ain and the Western region. Private schools in Abu Dhabi offer 14 main curricula; MOE curricula account for the largest share in private schools followed by English and American curricula, respectively.

TOTAL NUMBER OF SCHOOLS IN ABU DHABI / AL AIN / WESTERN REGION			
Region	2010/2011	2011/2012	2012/2013
Abu Dhabi	113	116	117
Al Ain	59	57	57
Western Region	9	10	11
Total	181	183	185

NUMBER OF NEWLY OPENED & PROJECTED PRIVATE SCHOOLS IN ABU DHABI		
2012/2013	2013/2014	2014/2015
9	11	15

Among the new approaches introduced by ADEC in 2010/11 is the **“New School Model (NSM),”** which is a creative student-centered approach providing bilingual teaching and learning experience. Students reported that they were learning faster through activities rather than textbooks and worksheets. The NSM has a strong emphasis on developing **“Leaders of Learning.”**

- b. **Knowledge and Human Development (KHDA)** – Established in 2007, KHDA is responsible to inspect all private schools in Dubai to ensure proper quality of education, from early learning to higher and continuing education. Among KHDA activities are publishing education standards and reports, data collection and analysis, the provision of educational services permits, and the supervision of educational institutions on an ongoing basis. Since KHDA was established, 30 new schools have opened in Dubai. In 2013/2014, total number of private schools amounted to 158 compared to 136 schools in 2007/2008. There are three main operators with the most number of schools in Dubai, namely, GEMS education (19 schools), Taaleem (7 schools) and Innoventures (4 schools).

So far, the private school sector dominates the education landscape with 89% of Dubai's students enrolled in private schools, out of which 57.4% are Emiratis. It is worth mentioning that the number of students in Dubai's private schools has doubled over the past decade. In 2013/2014 academic year, 243,715 students enrolled in private schools, an increase of 18,616 from 2012/2013. This increase is attributed to the fact of increasing numbers of Emirati students preferring private schools over public schools. In 2013/2014, there were 30,994 Emirati students enrolled in private schools, comprising 3.2% increase compared to 2012/2013. Also, needs and expectations of Dubai's expatriate population continue to drive the growth of private schools.

There are about 177 different nationalities attending schools in Dubai from the following countries: India (35.2%), others (19.1%), UAE (13.4%), Pakistan (9.6%), UK (5%), Egypt (4.1%), Philippines (3.2%), Jordan (2.9%), Iran (2.6%), Syria (2.5%) and U.S.A (2.4%).

- c. **The Ministry of Education (MoE)** – The MoE monitors the education system through secondary level at public schools in the Northern Emirates, namely Sharjah, Ajman, Ras Al Khaimah and Umm Al Quwain. The MoE develops and monitors reform activities focusing on standards and level of education.

Higher Education

Higher Education has changed dramatically over the past decades in the UAE. Till 1977, there was only one high education provider, namely the UAE University (UAEU). However, today, there are more than 80 universities, colleges and higher institutes, admitting over 110,000 students. The UAE has become an international hub for higher education, with global leading universities mainly from the U.S. and Europe. Among international universities are: New York University (NYU), Paris-Sorbonne University, American University, British University, Canadian University, Waterloo University, Wollongong University, etc. All private institutions are required to apply for licensure and accreditation from the Commission for Academic Accreditation (CAA). However, Abu Dhabi and Dubai have developed “free zones.”

Higher education institutions can be divided into the following:

- a. Federal institutions funded by the UAE Government
- b. International universities that have international accreditation and quality assurance
- c. Local universities accredited by the CAA but without international accreditation or quality assurance
- d. Vocational (not awarding degrees)

According to a study conducted by the Dubai International Academic City (DIAC), the UAE is seen as the fourth most attractive education destination for students seeking to pursue their studies abroad. Established in 2007, as part of TECOM Investments, DIAC is the world's only Free Zone dedicated to Higher Education, located on 18 million sq. ft. campus with state-of-the-art modern facilities. Currently, DIAC has 21 of the UAE's 37 International Branch Campuses from 11 countries with a capacity of hosting nearly 20,000 students from 137 nationalities. DIAC students also have access to over 400 Higher Education programs.

Best Prospects

[Return to top](#)

- K-12 operators
- Students & Teachers Leadership Programs
- Programs for Special Needs
- Vocational Training
- IT Education
- Educational Programs and Services

Opportunities

[Return to top](#)

In 2013, education took the largest share of the federal budget at \$ 2.6 billion to support development initiatives, introduce advanced learning technologies and methods, especially in government schools. In addition, the Ministry of Education announced to spend \$ 2.8 billion over the next five years to carry out 261 projects replacing a total of 154 schools and building 109 new schools across the country.

In January 2014, the UAE Ministry of Education launched the 'Etisalat Education Technology Centre', a major initiative in smart education as well as the first state of the art educational technology hub in the country to focus on Research and Development (R&D) and experimental educational tools. This launch is a result of the strategic partnership between the UAE Ministry of Education and Etisalat, leading telecom operator in UAE, and in association with the technology giant Microsoft. The Technology Centre will provide an annual training program for educators to enable them to use technology and develop the skills of local students in work and life.

One of the emerging segments that deserve attention is “**Smart Learning**,” to comply with “Sheikh Mohammed Bin Rashid Initiative for Smart Learning.” The objective is to introduce “Smart Classes” in all schools providing every pupil with a tablet PC and high speed 4G networks. This initiative would enable improving curricula, diversifying sources of knowledge, upgrading testing methods, introducing technology-based teaching methods, publicizing e-lessons and publishing e-contents.

Another growth segment is educational and training programs for Special Needs students. Special education software and educational toys have a high potential and will make learning more interactive. In addition, teachers need to receive training on the different types of speech, language disorders, their causes, methods of diagnosis and different techniques used to assist children with these disorders.

Exhibitions/Conferences

NAJAH Education & Training Exhibition

Date: October 28-30, 2014
Venue: Abu Dhabi National Exhibitions Center (ADNEC)
Official Website: www.najahonline.com
Organized by: Informa Exhibitions

Global Education Supplies and Solutions (GESS)

Date: February 24-26, 2015
Venue: Dubai World Trade Center
Official Website: www.gessdubai.com
Organized by: F&E Education

AbilitiesMe

Date: March 24-26, 2015
Venue: Abu Dhabi National Exhibitions Center (ADNEC)
Official Website: www.abilitiesme.com
Organized by: DMG World Media

Gulf Education and Training Exhibition (GETEX)

Date: April 15-17, 2015 (Dubai)
April 22-24, 2015 (Abu Dhabi)
Venue: Dubai International Convention & Exhibition Centre
Beach Rotana Hotel (Abu Dhabi)
Official Website: www.mygetex.com
Organized by: International Conferences & Exhibitions IC&E

Web Resources

[Return to top](#)

Abu Dhabi Education Council:	www.adec.ac.ae
Knowledge & Human Development Authority:	www.khda.gov.ae
Ministry of Education:	www.moe.gov.ae
UAE Embassy in Washington DC:	www.uaecd.org
UNICEF:	www.unicef.org

Overview[Return to top](#)

Franchising continues to play a major role in the UAE economy. The UAE is a fertile ground for franchising due to its vibrant business environment, multicultural population and high purchasing power among consumers. Franchising has developed quite extensively in the UAE over a short time, especially in the fast-food sector. American, French, and British brands are currently dominating the market in sectors, such as fast-food and fashion retail followed by Spain and Italy. However, the scenario has started changing and franchise opportunities are available in diverse sectors of the economy and many Asian franchisors started to enter the market.

Retail outlets, fast food, casual dining franchises are mostly concentrated in the largest emirates of Abu Dhabi, Dubai, and Sharjah, where populations account for 34%, 32 and 19% of the total population, respectively. However, it is worth mentioning that the federal government plans to pursue a large scale infrastructure program in the north and to bring significant investment opportunities, particularly in Ajman, Ras Al Khaimah and Sharjah.

Though the government encourages entrepreneurs to work on franchising, until now, the UAE franchise market has witnessed supremacy of few big retail conglomerates having multi-brands in their portfolio and the Master Franchisee arrangements. Among the well-known and strong franchise operators in the UAE are: Majid Al Futtaim (MAF), Al Futtaim Group (AFG), Al Tayer, Landmark Group, Al Shaya and Chaloub Group, and Apparel Group. However, the trend is for small franchisees and sub-franchising as the government and Chambers of Commerce in the UAE have started to focus and promote the franchise sector to induce growth and development of small and medium size businesses.

At present, there are hundreds of international franchises in the UAE; 47% are U.S. food franchises, followed by British, French, Spanish, Italian and lately Asian brands. The focus has also started to diversify from food franchises to non-food sectors, such as services in the field of cleaning, laundry, automotive, nurseries, management and education.

Though it is difficult to give an estimate of the current food franchise market size, the UAE fast food market, dominated by American chains, has experienced notable expansion, and market sources expect the growth to continue with 250 stores opening across the Middle East and brands, such as Shake Shack, Red Lobster and Texas Roadhouse will continue to expand their franchises in the UAE. According to the Arabian Business magazine in late 2011, the UAE branded restaurant market is predicted to grow by 30% to \$ 780 million by 2015 and will be dominated by U.S.-style fast food outlets. The branded restaurant market is currently estimated at \$600 million accounting of 47% are U.S. brands compared to 17% domestic restaurants.

Based in Kuwait, Americana Group is considered to be the leader in bringing Western food to the region. Americana Group is the franchise partner for a number of American food companies, such as KFC, Pizza Hut (both owned by Yum Brands) and TGI Fridays. Among new U.S. brands introduced in early 2014 include BOA Steakhouse, recently opened in Abu Dhabi, and Lemonade Restaurant in Dubai. It is worth to mention that Denny's, U.S. restaurant chain, signed a franchise agreement with UAE based Advance Investment, an affiliate of Food Quest Restaurant Management to open 30 restaurants in the Middle East over the coming 10 years, with its first opening in the UAE by 2015. In addition, 7-Eleven, the largest operator of convenience stores in the world, signed an

agreement with Abu Dhabi-based Seven Emirates Investment to operate 100 stores in the UAE through 2017 with the first store expected to open in 2015.

Other well-established U.S. brands in the UAE are: McDonalds, Johnny Rockets, Burger King, Wendy's, Baskin Robbins, Haagen Dazs, Cinnabon, Popeye's, Chili's, Cheese Cake Factory, Hardee's, Round Table Pizza, Tony Roma's, Johnny Carino's, Dunkin Donuts, Krispy Kreme Doughnuts and more. On January 2013, Elevation Burgers opened their first outlet in Dubai serving organic burgers, handmade grass-fed beef patties and French fries cooked in olive oil, targeting consumers who seek healthy-eating habits.

Among other well-established non-U.S. brands are: Mugg & Bean, the Butcher Shop Grill and Nando's from South Africa, Kono Pizza, Pizza Express, Rossovivo, Al Forno and Santino's from Italy, the French Bakery, Paul, La Brioche, Paul from France, New York Fries from Canada, and Burger Fuel from New Zealand. On March 2014, Fortnum & Mason, the upmarket London department store, opened its first shop outside the UK offering teas, hampers and fine dining.

In addition to fast food and casual dining restaurants, the coffee shops' concept works very well in the UAE and is on the rise, especially in Abu Dhabi and Dubai, serving as convenient places for businesses, families and friends to meet. According to the International Coffee Organization, the UAE has one of the highest per capita coffee consumption in the world. Currently, Starbucks (U.S. 103 stores), Costa (UK), the Coffee Bean & Tea Leaf (U.S.), Tim Horton's (Canada), Black Canyon (Asia) will continue to expand in the UAE.

On the other hand, non-food sector has started to gain popularity. Non-food franchises have a large market potential. Several new franchisors are actively planning to enter the UAE market, and opportunities exist for additional U.S. franchise development. A number of companies in the fields of retail, hotel management, car rental, language education, health, fitness, electronics, and computer training are currently franchised in the UAE. Among non-food franchise brands are: Sketchley Laundry (UK), Sylvan Learning (U.S.). Among retail franchise brands are: Virgin Megastores (UK), Debenhams (UK), Mark & Spencer (UK), Hertz Car Rental (U.S.), Dial-A-Battery (New Zealand), DAISO (Japan), etc.

For the local franchises, there aren't enough local brands expanding outside the UAE. This is attributed to the lack of franchise education, managing overall business operation and setting business goals. Among the famous local food and beverage brands are: "Just Falafel," "Café to Go," and "X-Pressé Café." For the non-food sector, Heritage for Henna has been growing rapidly since 2002 with 28 henna majalis located in stylish locations throughout the Emirates. Henna was one of the first beauty products ever developed with its rich colored dyes used in body painting across the Middle East and Asia.

There is no franchise legislation or law in the UAE. All franchise agreements are subject to civil and commercial laws, namely the Commercial Agencies Law, the Commercial Transactions and the Civil Transactions Law (Federal Law No. 18 of 1981 on the Organization of Commercial Agencies, amended by Federal Law No. 14 of 1988, and further amended by Federal Law No. 13 of 2006 and Federal Law No. 2 of 2010, namely the "Commercial Agencies Law"). Also, the principles of Sharia law apply to commercial transactions. Special consideration must be given to Islamic dietary laws, meat and by-meat products must be halal, and NO pork or alcohol content is permitted.

As per the UAE law, only UAE nationals or companies wholly owned by UAE nationals or those with a UAE partner or sponsor are permitted to carry out franchise operations. The Commercial Agencies Law has potential application not only to what would be strictly considered as agency agreements in many foreign jurisdictions but also to agreements regarding franchises,

distributorships, commission arrangements, dealerships and other forms of sales representative or sales agency relationships. Registering the franchise agreement is more in favor of protecting the franchisee. It is worth to mention that only about 30% franchisees are registered in the UAE. The Ministry of Economy recommends that franchise contracts must be registered with the UAE Federal Ministry of Economy and must meet the following criteria:

- The franchisee must be a UAE national or an entity that is wholly owned by UAE nationals;
- The franchise agreement must grant exclusivity over all or part of the UAE; and
- The franchise agreement must be registered and notarized.

It is recently notable that local retail businesses have started to franchise their business. This indicates that the franchise concept is acceptable within the region's cultural settings and shows an entrepreneurial spirit among the region's businesses.

Best Prospects

[Return to top](#)

- Casual Dining and Fast Food
- Healthcare Services
- Childcare Services
- Education Services/Centers
- Entertainment Centers
- Laundry and Dry Cleaning Services
- Automotive Services

Opportunities

[Return to top](#)

Benefits of Franchising in the UAE:

- Considerable growth potential and investment opportunities.
- The UAE, especially Dubai and Abu Dhabi, is an ideal place for global luxury brands, with a long-term plan to extend investment projects in the northern emirates.
- Businesses, located in the multiple free zones, enjoy tax exemption.
- The franchise sector gets ample of support from the UAE government.
- The UAE has a large and high-spending expatriate population.
- Investors continue to view the UAE as a secured investment destination compared to other countries in the region.

Helpful Tips for New-to-Market Franchisors

- Due diligence while selecting the proper franchisee.
- Awareness of the UAE Commercial Agencies Laws and other relevant laws.
- Consultation with a local legal franchise expert.
- The franchisor should carefully draft the franchise contract and operations manual for the franchisee specifying the manner in which the franchise is to be operated.
- The franchise agreement should:
 - Serve as a foundation for both parties understanding the terms and operations of a franchise.
 - State clearly the rights and duties of the franchisor as well as the franchisee.
 - Be prepared by a legal franchise expert.
- The franchisor should also take steps to protect its intellectual property (IP) comprising its logos, trademarks, business process against potential misuse by its franchise partner.
- Awareness of the UAE labor law and municipality rules.

Exhibitions/Conferences

The 2nd International Franchise Conference & Franchise Catalogue Show

Dates: November 18-19, 2014

Venue: St. Regis Hotel – Abu Dhabi

Organized by: Abu Dhabi Chamber of Commerce & Industry

Web Resources

[Return to top](#)

Abu Dhabi Chamber:

www.abudhabichamber.ae

Dubai Chamber:

www.dubaichamber.com

UAE Ministry of Foreign Trade:

www.moft.gov.ae

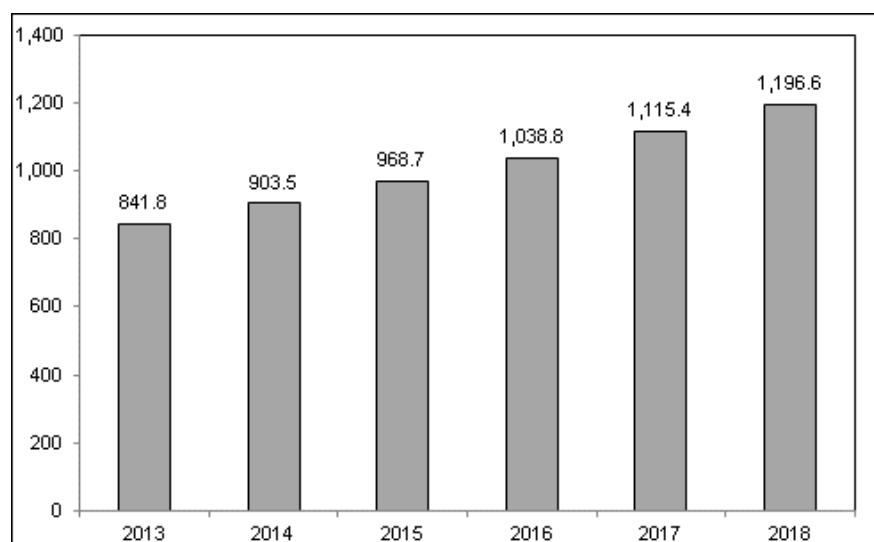
Business Monitor International:

www.businessmonitor.com

Overview

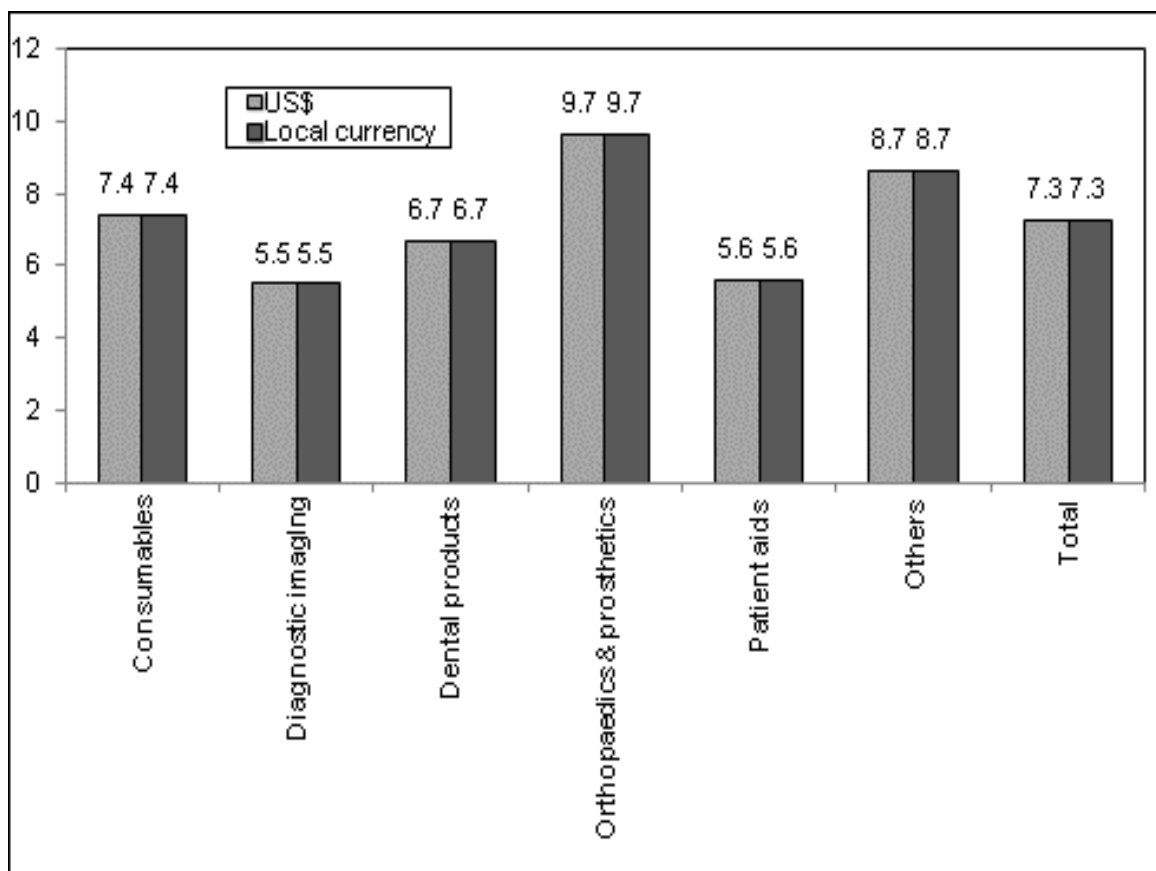
Reports estimated that the UAE spent 3.7% of GDP on healthcare in 2013, equal to U.S.\$15.8 billion or U.S.\$1,692 per capita, which is among the top 30 highest rates in the world. Public healthcare expenditure represents around three-quarters of the total. Private healthcare expenditure makes up two-thirds of the total. The government plans to improve its healthcare infrastructure to ensure that adequate medical services are provided in the Emirates. While many UAE residents have traditionally sought medical care overseas, the UAE government hopes to ultimately reverse this flow, turning the UAE into a medical tourism destination. Imports of medical devices reached U.S.\$746.9 million in 2013. The UAE is a zero-tax country, with excellent transportation and logistics infrastructure and is geographically well positioned to be the commercial hub in the region. These factors make it an attractive location for establishing a regional distribution center for medical devices. Healthcare is regulated at both the federal and Emirate level. Registration of medical devices is regulated by the UAE Ministry of Health. The regulation of medical devices in the UAE is aimed at maintaining a balance between product safety, quality and effectiveness.

Projected Medical Device Market, 2013 – 2018 (U.S.\$ Millions)



Source: BMI Espicom

Projected Medical Device Market CAGR (Compound Annual Growth Rate)
By Product Area, 2013-2018 %



Source: BMI Report Q2-2014

Definition of Medical Devices: Products including accessories used in healthcare for diagnosis, prevention, monitoring or treatment of illness or handicap excluding drugs. Medical devices can be consumables, diagnostic imaging, dental products, orthopedic & prosthetic products, and patient aids.

Medical Device Regulations: All medical devices must be approved by the UAE Ministry of Health Drug Registration and Control Department. Imported medical devices will not be cleared by Customs unless a pre-approval for importation of the consignment is issued by MOH.

If the exporter company/manufacturer has no legal presence in the UAE, it will have to appoint a local representative to act on its behalf to register the devices. The local representative must be appointed by written contract stating the appointment of the local authorized representative by the company. The local representative should be licensed by the Ministry of Health.

Qualification of Registration of Medical Devices: An application to register a medical device in the UAE must be made by the device manufacturer or its local representative/distributor. The local representative/distributor must be formally authorized by the manufacturer to handle the application process and the manufacturer's legal obligations and responsibilities with regard to placing the medical device in the UAE market. The authorized representative/distributor must be available to interact between the medical device manufacturer and the Ministry of Health.

Supporting Documents to the Committee: The applicant must provide the committee with the

following documents: Copies of all certificates related to ISO 9001:2000 standards; the ISO 13485:2003 standard attested and authenticated GMP (Good Manufacturing Practice) original certificate issued by the relevant health authorities at country of origin attested and authenticated; device description, intended use, directions for use, contraindications, warnings, precautions; specifications of material used in device manufacturing and packing; copies of certification and documents certifying conformity to product standards, safety, and quality systems in design and manufacturing; list of countries where it is marketed and details of regulatory status; a summary of “mandatory” reported problems with device since its introduction in the market; risk assessment comprising risk analysis, evaluation and reduction measures; detailed information on safety studies which includes pre-clinical and clinical studies, software studies, software validation studies where appropriate, and bibliography of published reports dealing with the device; stability studies; price information, such as ex-factory price; and post-market requirements, i.e.,: providing evidence of established procedures and systems for distribution records.

These documents may be submitted in English or Arabic. The applicant must declare that all submitted documents are true and that she will be fully responsible for the product and post-market plan submitted for complaint handling and recall and, that she will fully comply with the requirements of the Drug Control Department after the placing of the product in the market.

Sub-Sector Best Prospects

[Return to top](#)

The UAE medical devices market is was estimated at U.S.\$841mn in 2013 and is projected to grow at a compound annual growth rate of 7.3% reaching U.S.\$1,198mn in 2018. The accelerating growth is motivated by several factors that include better education and awareness of new medical devices at UAE healthcare institutions, increased public spending for healthcare, and a friendly regulatory environment. From a healthcare perspective, the UAE is relatively well provided for in terms of hospitals and hospital beds, although it does suffer from a shortage of trained medical personnel. Data for 2013 show that there are 160 hospitals in the country, 115 of which are in private sector.

Opportunities

[Return to top](#)

One of the important emerging segments is the pre-hospital equipment such as ventilation and resuscitation equipment which keep people alive on the way to the hospital, whether for use in police and ambulance vehicles or at home. These devices are also gaining popularity among local citizens and expatriates alike as part of every home's first aid kit. For a country with one of the highest diabetes rates in the world (estimated at 25% of local population), glucose monitoring devices, insulin pens, and insulin syringes are becoming a significant segment of the market. Another growth segment is mobile medical devices (also referred to as mHealth), which allow medical professionals to manage patients remotely. These devices can monitor their conditions in real time and pass on vital statistical information between the healthcare provider and the patient. Mobile medical devices represent a new and booming trend in the healthcare industry, and are set to become a trillion dollar industry allowing the delivery of better healthcare while positively impacting the bottom line across the range of stakeholders in the healthcare industry.

Exhibitions/Conferences:

Arab Health 2015

Date: January 26 – 29, 2015

Venue: Dubai International Convention & Exhibition Center, UAE

Official Website: <http://www.arabhealthonline.com>

Hospital Build 2015
Date: June 1-3, 2015
Venue: Dubai International Convention & Exhibition Center, UAE
Official Website: <http://www.hospitalbuild.com>

Web Resources

[Return to top](#)

UAE-Ministry of Trade: www.moft.gov.ae
Ministry of Health: www.moh.gov.ae
Health Authority Abu Dhabi: www.haad.ae
Dubai Health Authority: www.dha.gov.ae
Arab Dental Publishing: www.arab-medico.com
Espicom Business Intelligence – Q2 2014 (BMI Reports)

Overview[Return to top](#)

The UAE is one of the world's leading producers of oil. The UAE is the world's sixth largest proven oil reserve and the fifth largest natural gas reserve. It is the world's third largest exporter of crude oil, though it exports almost nothing to the United States.

Each of the Emirates controls its own oil production and resource development. Abu Dhabi holds 94% of the UAE's oil reserves, or about 92.2 billion barrels. Dubai contains an estimated 4 billion barrels, followed by Sharjah and Ras Al-Khaimah with 1.5 billion and 100 million barrels of oil, respectively. The UAE exports more than 40% of its crude oil to Japan.

The United Arab Emirates is OPEC's fifth-largest oil producer, and is a member of the Gas Exporting Countries Forum (GECF).

The Abu Dhabi National Oil Company (ADNOC), and its 16 operating companies, are in the process of expanding output of crude oil from 2.7 million Barrels Per Day (mbd) to 3.5 mbd by 2017, and be able to maintain it till 2027. It is also developing downstream industries including petrochemicals and plastics. Abu Dhabi's oil and gas reserves are found both onshore and offshore.

The U.A.E's natural gas reserves estimated at 215 trillion cubic feet (TCF). The Emirate of Abu Dhabi holds approximately 94% of the total reserves, Sharjah (4%), Dubai (1.5%) and Ras al-Khaimah (0.5%). The UAE produces 4.65 billion cubic feet a day (cf/d) of gas, 3.85 billion cf/d in Abu Dhabi and 0.5 billion cf/d in Dubai.

Most of the UAE's natural gas has relatively high sulfur content the thing that makes the development and processing of the country's vast reserves economically challenging. Because of this, nearly 30% of the UAE's gross production was re-injected into oilfields as part of the nation's Enhanced oil recovery (EOR) techniques. The UAE is not self-sufficient in gas. In 2012, UAE gas consumption was estimated at 2.235 Billion Cubic Feet (BCF), while production stood at 1.847 BCF.

The UAE has a well-developed domestic pipeline network that links oil fields with processing plants and the seven export terminals. In June 2012, the Abu Dhabi Crude Oil Pipeline (ADCOP) began operations. It runs 230 miles from Habshan to Fujairah. This pipeline provides a direct link from the rich fields in its western desert to the Gulf of Oman - bypassing the Strait of Hormuz, and from there to global markets. The pipeline is set to be fully operational in 2014.

The UAE has five refining facilities, the largest of which are the Ruwais (400,000 bbl/d) and Jebel Ali (120,000 bbl/d) refineries. According to the Oil & Gas Journal, the total refining capacity is 620,000 bbl/d, however some estimates place the figure slightly higher. IPIC plans to invest \$3 billion on a new Fujairah refining complex with a targeted capacity of 250,000 bbl/d; once completed, it will be the second-largest in the Emirates behind the facilities in Ruwais. Further, Dubai government - owned Emirates National Oil Company (ENOC) - announced in June 2012 plans to boost the refining capacity of the Jebel Ali refinery off the coast of Dubai by 20,000 bbl/d as part of a larger port - expansion project. Finally, talks recently re-started between the UAE and Oman to build a jointly-operated refinery that would have a capacity exceeding 200,000 bbl/d.

Sub-Sector Best Prospects

[Return to top](#)

U.S. firms with cutting edge technologies that will assist ADNOC operating companies to avoid using gas to maintain oil well pressure, exploit fields more efficiently, and lower costs of exploiting sour gas fields will find important opportunities in the UAE. New technologies in Oil Enhanced Recovery (OER) are of high demand.

However, these are just a few of the areas of requirements. U.S. firms are highly regarded for their high levels of research and development and new technology development. Service companies are urged to establish a presence in Abu Dhabi.

There is also high demand for Drilling bits, Drilling fluids and upstream chemicals.

Opportunities

[Return to top](#)

ADNOC's expansion of production in oil and gas fields, both onshore and offshore provides opportunities across a wide range of technologies and services. As costs of field exploitation rise, technologies that improve yield and drive costs down will be particularly attractive. A number of major contracts have been let in the past 12 months, but opportunities remain as they are in different stages of implementation. The historic concession has expired of January of 2014. The concession included Total, BP, ExxonMobil, Shell and Portugal's Partex as shareholders. Putting the concession up for bidding would represent a departure from the emirate's usual method of private negotiations for oil and gas rights.

ADNOC Signed 60-40 joint venture with Occidental Petroleum (Oxy) to establish Abu Dhabi Gas Development Company Limited (Al Hosn Gas). Al Hosn is managing a U.S.\$ 10 billion project to deliver sour gas field at Shah field. Production is due to start before the end of 2014.

In 2011 & 2012 Abu Dhabi gave out rights to develop fields with up to 1 billion barrels of reserves to South Korea, its partner in its civil nuclear program, and renewed a package of offshore concessions with Japan, Abu Dhabi's largest oil customers.

The Fujairah export terminal capabilities are slated to expand significantly over the coming few years. Expansion plans include three new subsea loading lines, an intermediate pumping station, and three offshore buoys designed for deep water tanker loading. A 250,000 bbl/d refinery is also in the works which will provide fuel for both domestic and export markets. With storage capacity of 8 million barrels of crude oil and plans to increase that total to 12 million barrels in the near future.

Web Resources

[Return to top](#)

Abu Dhabi National Oil Company: www.adnoc.ae

Middle East Business Intelligence (MEED): www.meed.com

Abu Dhabi International petroleum Exhibition & Conference: www.adipec.com

International Petroleum Investment Company: www.ipic.ae

The National Newspaper: www.thenational.ae

Organization of the Petroleum Exporting Countries: www.opec.org

U.S. Energy Information Administration: www.eia.gov/countries

Overview[Return to top](#)

The U.A.E. enjoys one of the highest rates of sun exposure in the world and experiences frequent winds, which combine to give it a high potential for renewable energy development. The nation's large oil and gas reserves for many years created a disincentive for this development, however this is now changing. The current energy capacity can only meet half of the energy demand forecast for 2030. For this reason, tapping into new sources of energy has become an absolute economic necessity in order to cope with the increasing population and economic growth. The UAE's current energy strategy aims to diversify the sources of energy generation and secure a firm position to meet growing energy needs.

A significant milestone in renewable energy was marked in 2009 when the Preparatory Commission of the International Renewable Agency (IRENA) designated Abu Dhabi as the headquarters of the agency. Since then, strategic projects to achieve the UAE renewable energy goals have been initiated. Emirates Nuclear Energy Corporation (ENEC) was launched to deliver safe, clean, efficient nuclear energy to the United Arab Emirates, with a target of delivering electricity to the UAE grid in 2017. The UAE is also developing nuclear power plants, and by 2020 it is projected that nuclear energy will produce nearly a quarter of the nation's electricity needs.

Best Prospects[Return to top](#)

Realizing the risks of being exposed to the risk of higher fuel prices, the government has effectively sought diversification of its energy mix away from gas and toward clean energy such as renewables and nuclear. The UAE enjoys reasonable renewable energy resources, with an average vertical solar irradiance of 2120kWh/m²/year and an average monthly wind speed of 4.2-5.3 m/s in coastal areas. The UAE is also recognized for its commitment to the global carbon agenda and has planned to reduce its CO₂ emissions by 30% by 2030.

With the above drivers in mind, the UAE aims to attract AED 367 billion (\$100 billion) of investment in alternative and sustainable energy projects by 2020. Both Abu Dhabi and Dubai are targeting the generation of 7% and 5% respectively, of total power demand from renewable sources by 2030.

Great opportunities exist for investors and traders who supply and install solar equipment and invest in developing new solar power plants across the UAE. For example, in Abu Dhabi's expansive Western Region, a 100 megawatt concentrated solar power plant named Shams 1 ("shams" means sun in Arabic) is helping the region's population meet its rising energy needs. Shams 1 is expected to be followed by Shams 2 and Shams 3 stations. Shams 1 will displace 175,000 tons of CO₂ per year and its power output will be enough to power about 20,000 homes. The station will consist of 258,048 parabolic trough mirrors which covers an area of 2.5 square kilometers. The project is developed by the Shams Power Company, an Abu Dhabi Future Energy Company (Masdar). Masdar is a wholly owned subsidiary of the Abu Dhabi Government-owned Mubadala Development Company and has 60% stake in the project while the two foreign companies (French and Spanish) have 20% each. The power station will be developed under a 25-year build, own and operate contract. The construction cost of Shams 1 is about \$600 million. Masdar's Shams I concentrated solar power (CSP) plant in Abu Dhabi has catapulted the UAE to its new ranking as third among the world's nations in both 2013 CSP technology investment and total CSP capacity. The rankings were recently unveiled in a report by REN21, an international multi-policy stakeholder network that promotes a rapid global transition to renewable energy.

According to REN21, the 100 megawatt CSP plant in Abu Dhabi's western region is one reason why CSP's growth in emerging markets almost tripled during 2013. Although Spain and the U.S. are still by far the market leaders in CSP, investment in this technology is accelerating most rapidly in regions that receive high amounts of daily sunshine or in industry terminology, high direct normal irradiation (DNI) Worldwide since 2004, global CSP capacity has increased 10-fold, and last year surged 36 % to a total of 3.4 gigawatts of energy generated.

Dubai hopes to increase its renewable energy production to 1% by 2020 and to 5% by 2030. The Dubai Mohammed Bin Rashed Al Maktoum Solar Park was established in 2013 as part of a strategy to diversify Dubai's energy sources. The first phase of this project was awarded to the U.S. firm First Solar Inc, and started running in October 2013. The 13MW solar plant Mohammed Bin Rashid Al Maktoum Solar Energy Park is managed and operated by the Dubai Electricity and Water Authority (DEWA).

Opportunities

[Return to top](#)

The UAE, however, currently lacks a comprehensive policy agenda and a renewable energy-specific incentive scheme. The UAE Government is reported to be contemplating the introduction of green tariffs that will give companies generating energy from renewable resources the right to feed electricity into public grids and obtain fixed rates for each kWh produced. The UAE tends to shape its markets not just through independent regulation, but also through the creation of privately structured, government-backed entities such as TAQA* and MASDAR*. These are able to channel government funds into infrastructure projects through effective partnering with the private sector at a global level, to deliver market-making projects and transactions.

*TAQA: Abu Dhabi National Energy Company, a government controlled energy holding company of Abu Dhabi. It is one of Abu Dhabi's flagship companies and as such has an important role to play in helping to deliver the economic strategy of the Emirate of Abu Dhabi.

*MASDAR: A wholly-owned subsidiary of the Abu Dhabi Government, launched by the Abu Dhabi leadership in 2006 with a mandate to advance renewable energy through education, R&D, investment and commercialization.

Exhibitions/Conferences:

Gulfsol 2015

Date: September 14-16, 2015

Venue: Dubai World Trade Center

Official Website: www.gulfsol.com

World Future Energy Summit 2015

Date: January 19-22, 2015

Venue: Abu Dhabi National Exhibition Center

Official Website: www.worldfutureenergysummit.com

Water Energy Technology Environment Exhibition (WETEX)

Date: March 10-12, 2015

Venue: Dubai International Convention and Exhibition Center

Official Website: www.wetex.ae

Abu Dhabi Water and Electricity Authority: www.adwea.ae

Dubai Electricity and Water Authority: www.dewa.gov.ae

Federal Electricity and Water Authority: www.fewa.gov.ae

Ministry of Foreign Trade – website: www.mft.gov.ae

Ernst & Young Report – “Renewable Energy Country Attractiveness Indices” – Issue 35, Nov. 2012

Emirates 24/7 News by WAM

Internet website: www.renewableenergyworld.com

The Office of Agricultural Affairs (OAA) in the U.S. Consulate General in Dubai represents the U.S. Department of Agriculture in Bahrain, Kuwait, Oman, Qatar and the UAE. The OAA reports on food and agricultural issues. OAA reporting and U.S. food export statistics are available at the following websites:

Statistics : http://www.fas.usda.gov/scripts/bico/bico_frm.asp

Market research : <http://gain.fas.usda.gov>

In addition, OAA Dubai publishes the *American Food Directory* which lists American food companies and franchises operating in the five Gulf countries.

[Return to table of contents](#)

Chapter 5: Trade Regulations and Standards

- [Import Tariffs](#)
- [Trade Barriers](#)
- [Import Requirements and Documentation](#)
- [U.S. Export Controls](#)
- [Temporary Entry](#)
- [Labeling and Marking Requirements](#)
- [Prohibited and Restricted Imports](#)
- [Customs Regulations and Contact Information](#)
- [Standards](#)
- [Trade Agreements](#)
- [Web Resources](#)

Import Tariffs

[Return to top](#)

Effective January 1, 2003, the UAE acceded to the Gulf Cooperation Council (GCC; consisting of the UAE, Saudi Arabia, Kuwait, Bahrain, Qatar and Oman) Customs Union, that equalizes the duties paid upon entry of an item to any member state, regardless of the country of destination within the GCC. For example, an item imported into the UAE destined for the Saudi market is subject to the 5% duty once it enters the UAE market. In theory, the trader needs not to pay customs duties again to take the item across the border into Saudi Arabia.

The customs duties for most items is calculated on CIF value at the rate of 5%. However, alcoholic products are assessed a 50% duty, while tobacco products are assessed a 100% customs duty. CIF value will normally be calculated by reference to the commercial invoices covering the related shipment, but customs is not bound to accept the figures shown therein and may set an estimated value on the goods, which shall be final, as far as duty is concerned.

The GCC Common Customs Law provides guidance on goods that are exempted from Customs duties. Each member provides its own list of exemptions. Guidance on goods exempted from tariff upon entry to the UAE can be found [by clicking here](#).

For religious and security reasons, there are various restrictions on the import of alcohol, tobacco, firearms, and pork products.

Trade Barriers

[Return to top](#)

In order to do business in the UAE, outside of a free zone, a foreign business must have a UAE national sponsor, agent, or distributor. Once chosen, sponsors, agents, or distributors have exclusive rights for non-food products only. Agency law does not pertain to food products. Terminating a non-performing agent, agent, or a distributor, is extremely difficult in the UAE. In March 2010, the UAE issued Federal Law No. 2 of 2010 amending certain provisions of the Commercial Agency Law. The amendments prevent the termination, or non-renewal, of a commercial agency unless the principal has a material reason to justify the termination or non-renewal. Further, a principal may not re-register the commercial agency in the name of another agent even if the previous agency was for a fixed term unless: (i) it is amicably terminated by the principal and the agent; (ii) termination or non-renewal is for justifiable reasons that are satisfactory

to the Commercial Agencies Committee; or (iii) a final judicial judgment is issued ordering the cancellation of the agency. The 2010 Amendments also reinstate the specialized Commercial Agencies Committee which had been revoked in 2006. The Commercial Agencies Committee has original jurisdiction over disputes involving registered commercial agents. Any commercial dispute should be referred first to the Commercial Agencies Committee.

In 2011, the UAE Cabinet issued Resolution No 3 of 2011, Concerning the Commercial Agency Committee. The newly formed Committee is responsible for receiving applications for settling agency disputes and responsible for the process of cancelling registered agencies. The Committee is permitted to abstain from settling a dispute referred to it and can advise the parties to refer the matter to litigation. A party may challenge the determination of the Committee by bringing a matter to the UAE courts within thirty (30) days of the date of receiving notice of the Committee's resolution. The Resolution sets out the process for submitting agency dispute applications and sets a fee of \$ 1,634 (AED 6,000) before an application shall be recorded. Once recorded, the Committee shall schedule a date for examining the dispute within sixty (60) days. The Committee is permitted to seek the assistance of any expert or "appropriate person" for performing its duties. It also has the right to demand the submission of further information and documentation involved in the dispute.

Upon a recommendation by the UAE Ministry of Economy (MoE) submitted in 2011, the UAE Cabinet approved in January 2012 a decision to liberalize the import of 12 essential commodities to enhance prices' stability of essential commodities and curb monopoly of commercial agencies. The liberalized goods include livestock and dairy products, fats and oils, honey, eggs, fruit juices, salt, yeast, animal feed, detergents and hygiene products.

The UAE requires a company be registered in order to be invited to receive government tender documents. Government tendering is not conducted according to generally accepted international standards. Re-tendering is the norm, often as many as three or four times. To bid on federal projects, a supplier or contractor must either be a UAE national or a company in which UAE nationals own at least 51% of the share capital. Federal tenders must be accompanied by a bid bond in the form of an unconditional bank guarantee for 5% of the value of the bid. However, these rules do not apply to major project awards or defense contracts, where there is no local company that can provide the goods or services required. The UAE has no formal requirement that a portion of any government tender be subcontracted to local firms, but local companies clearly enjoy a competitive advantage.

Pursuant to the UAE company law, which was approved by the UAE Federal Cabinet in December 2011, foreign ownership may increase above 49% once this law enter in force. But this change will be subject to certain conditions. According to the law, the UAE Cabinet may, on proposals made by the UAE Minister of Economy, co-ordinate with the competent authority in the relevant Emirate to determine the form of company, type of business activity or class of business that can be held in full by a foreign national. They can also decide on instances where the shareholding of a foreign partner can exceed 49% of the share capital of the company. These determinations are likely to be made by decree.

The UAE government is working hard to tackle the unemployment amongst UAE nationals. More and more private companies are asked to hire UAE nationals, and retain a certain percentage of them to the total work force of the company.

Recently, in a number of the Emirates, some American companies were asked to sign on a document that proves that they actively boycott the State of Israel.

Overdue payments continue to be an issue of which many companies suffer. Payments were

delayed by up to more than a year. A number of small companies went out of business due this reason.

Import Requirements and Documentation

[Return to top](#)

The consignee/agent should obtain a delivery order from the Shipping Agent and submit original standard trade documentation, including certificates of origin, bills of lading, commercial invoice, export declaration and various government/embassy attestations. These documents must be presented for all imports and exports. Additionally, the U.S. Embassy Agricultural Trade Office has published a Food Exporters Guide for doing business in the GCC-5 (Bahrain, Kuwait, Oman, Qatar and UAE).

All shipments of goods to the UAE require “legalization” of documents. This is a two-step process. First documents must be certified by the National U.S. Arab Chamber of Commerce (NU.S.ACC) and then legalized by the UAE Embassy. Currently the NU.S.ACC charges are \$35 per document (commercial invoice, certificate of origin, etc.). Upon completion of their certification process, the NU.S.ACC can provide courier service to the UAE Embassy in Washington. Details are available on the NU.S.ACC website:

<http://www.nusacc.org/content/english-pid=114.php.html>

The UAE Embassy charges separate fees, which are outlined in the attached link:

<http://www.uae-embassy.org/embassy/consulate-services/commercial-invoices-shipping-documents>

As noted elsewhere, effective January 1, 2003, the UAE acceded to the GCC Customs Union that equalizes the duties paid upon entry of an item to any member state, regardless of the country of destination within the GCC. An item imported into the UAE destined for the Saudi market is subject to the 5% duty once it enters the UAE proper. In theory, the trader need not pay customs duties again to take the item across the border into Saudi Arabia.

The customs duty for most items is calculated on CIF value at the rate of 5%. Imports of liquor are subject to a 70% customs duty on their CIF value while imports of tobacco products face a 100% on their CIF value. Many essential items, including staple foodstuffs and pharmaceuticals are allowed duty free status. CIF value will normally be calculated by reference to the commercial invoices covering the relative shipment, but Customs is not bound to accept the figures shown therein and may set an estimated value on the goods, which shall be final, as far as duty is concerned.

All imported meats - beef and poultry products, require a health certificate issued by the country of export and a “Halal” slaughter certificate issued by an approved Islamic center in that country. In May 2013, the Emirates Standardization and Metrology Authority (ESMA) announced that all food products claiming to be halal need to have a halal mark and certification with effect from 2014. The announcement comes as part of a halal regulations package, which will also include halal certification for cosmetics and perfumes as well as clothes and accessories.

Restricted Imports: Alcoholic beverages, tobacco products, pork products

Prohibited Imports: Irradiated food products

U.S. Export Controls

[Return to top](#)

All goods exported to or re-exported from the UAE must have proper documentation issued by the Ministry of Economy and the various Chambers of Commerce in the respective individual emirates.

U.S. firms seeking to export goods from the U.S. to the UAE should consult the appropriate U.S. export control agencies regarding the need for an export license for the UAE. The UAE has a thriving transshipment and re-export business. U.S. firms should also consult the proper U.S. authorities regarding the need to obtain re-export authorization for items to be re-exported from the UAE to other countries, as well as exercising caution that U.S. goods are not re-exported to prohibited countries without the proper permission. The UAE Government has an Executive Committee for Goods and Material Subject to Import and Export Control. This Committee is responsible for permitting (licensing) the importation, transshipment and re-exportation of certain controlled items. The Commercial Section of the Embassy in Abu Dhabi has Specialists specifically to assist U.S. firms in compliance with U.S. export controls.

In June 2014, a UAE Government delegation visited the U.S. to audit several Halal centers. The trip resulted in increasing the number of U.S. Halal food certifiers to 6 centers.

Temporary Entry

[Return to top](#)

As a general rule, imports of goods into the UAE for the purpose of re-export within six months are exempt from customs duty. However, a deposit or submission of a bank guarantee in lieu of duty is required by Customs. The deposit or bank guarantee is refunded/released by the local customs authority on proof of re-export. Goods remaining in the UAE after six months are liable for customs duty.

Goods may be imported duty free and stored in any of the several free zones in the UAE. Goods that enter the UAE from these free zones must pay the duty noted previously. There is no provision for duty free entry of parts or components intended for the manufacture of goods to be subsequently exported. As duties are already so low, this has not been a major impediment to manufacturing industries in the UAE.

For information on temporary admission of goods/items used for display at trade shows or equipment used by professionals, please refer to Chapter 8 of this guide.

Labeling and Marking Requirements

[Return to top](#)

Food labels must include product and brand names, production and expiry dates, country of origin, name and address of the manufacturer, net weight in metric units, and a list of ingredients and additives in descending order of importance. All fats and oils used as ingredients must be specifically identified on the label. Labels must be in Arabic only or Arabic/English. Arabic stickers are accepted. Note: the production and expiry dates must be printed on the original manufactured installed label.

Shelf life Standards: the UAE enforces a shelf-life standard for 100 food products. The manufacturer established shelf life is accepted for other food products. The manufacturer must print production and expiry dates on the original label or container. Dates cannot be added after the fact via a sticker. The U.S. supplier should work closely with the importer to ensure compliance with local shelf-life requirements.

Prohibited and Restricted Imports

[Return to top](#)

All kinds of illicit drugs (hashish, cocaine, heroin, etc.) are prohibited in the UAE, as is counterfeit currency and pornography. Publications, videos, photographs, oil paintings, cards, books, magazines and sculptures that do not adhere to religious morals and those that aim to cause corruption and disorder are also banned.

The UAE is serious about enforcing intellectual property rights and prohibits the importation of counterfeit goods that infringe on these commercial rights. More detailed information is available in Chapter 3 of this guide.

Irradiated food products are prohibited, while imports of alcohol and pork products are strictly regulated. For a more detailed list of prohibited imports please refer to the Dubai Customs website:

<http://www.dubaicustoms.gov.ae>

Customs Regulations and Contact Information

[Return to top](#)

Since the establishment of the GCC customs union on 1 January 2003, the UAE has been applying the GCC Common Customs Law. Under the "single port of entry" principle, items imported in the UAE (or any other GCC State), and destined for other GCC markets, are subject to customs duty only at the first point of entry into the GCC. Customs procedures and the required documentation are the same for all GCC members.

Most goods entering the UAE are subject to a standardized 5% Gulf Cooperation Council (GCC) duty on the CIF (cost, insurance and freight) value of the goods. Tobacco and manufactures tobacco substitutes are subject to 100% customs duty or on the minimum collectable rates basis, whichever is higher, as outlined in a specific table. Alcoholic beverages have duties of 50%. The Dubai Customs has an extensive list of goods exempted from duty under the "Common Customs Law of the GCC States". Goods entering any of the UAE's free zones are exempt from customs duty.

A list of the harmonized tariffs organized by HS code can be found on the Abu Dhabi Customs website. Additional information on the GCC Customs Union can be found on the Secretariat General of the GCC's website.

Abu Dhabi Customs - <http://www.auhcustoms.gov.ae/Home.aspx>

Dubai Customs - <http://www.dubaicustoms.gov.ae/en/Pages/default.aspx#>

Fujairah Customs - <http://www.fujairahfreezone.com>

Sharjah Customs - <http://www.sharjahcustoms.gov.ae>

Secretariat General of the GCC - <http://www.gcc-sg.org/eng/index.html>

Detailed contact information is listed in Chapter 9 of this guide.

Standards

[Return to top](#)

- [Overview](#)
- [Standards Organizations](#)
- [Conformity Assessment & Product Certification](#)
- [Accreditation](#)
- [Publication of Technical Regulations](#)
- [Labeling and Marking](#)
- [Contacts](#)

Overview

[Return to top](#)

In 2001 under UAE Law no. 28/2001 the UAE established ESMA (Emirates Authority for Standardization and Metrology) as the sole National Standardization Body.

ESMA develops and adopts standards, which are prepared by its technical committees at the request of the Government, industry, and consumers. In general, standards are developed according to existing international and regional standards (Gulf Cooperation Council/Gulf Standards Organization); however, if no international standards are available ESMA develops its own standards. Drafts are circulated to the relevant bodies for comments. There is no central body that coordinates preparation of technical regulations in the UAE. These may be developed by ESMA, initially in the form of a standard and then made mandatory, or may be devised directly by a Ministry; all technical regulations are approved by Cabinet decision for legal implementation. ESMA monitors the application of standards and technical regulations and runs the Emirates Conformity Assessment Scheme (ECAS) - this program determines whether imports meet national or international standards for products. ESMA also runs the Emirates National Accreditation Scheme (ENAS), which accredits conformity assessment bodies. ESMA is a member of the International Laboratory Accreditation Cooperation (ILAC), as well as the International Organization for Standardization (ISO), the Codex Alimentarius Commission (Codex), International Electrotechnical Commission (IEC), the Arab Industrial Development and Mining Organization (AIDMO) and the Standardization Organization for the Gulf Cooperation Council (GSO).

The UAE Minister of Environment and Water is the ESMA Chairman of the Board, and ESMA reports directly to the UAE cabinet. ESMA is managed day-to-day by a Director General. National and emirate level governments, regulatory bodies, and professional associations also review standards requirements. To promote transparency and industry and stakeholder input, ESMA has established Technical Committees in the fields of food products, construction and building materials, electrical and electronic products, chemical and plastic products, mechanical products, petroleum products and lubricants, metrology, and information technology.

ESMA is the World Trade Organization (WTO) Technical Barriers to Trade (TBT) inquiry point in the UAE, and a part of the Gulf Cooperation Council's standardization organization, the Gulf Standards Organization (GSO). ESMA also functions as the National Accreditation Body to accredit testing and calibration laboratories and certification bodies.

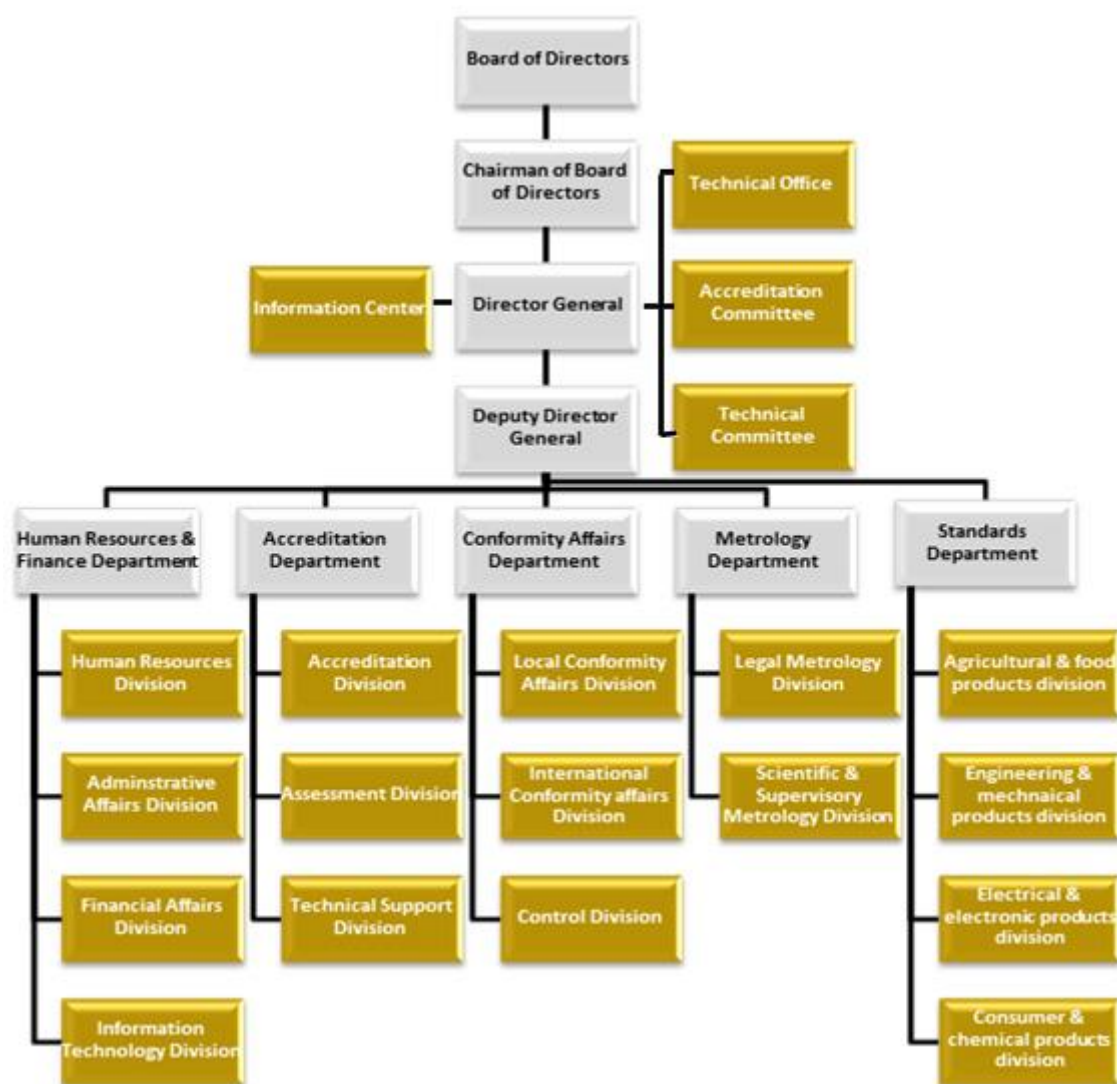
As of June 2014, the United States was not engaged in any WTO TBT cases with the UAE, although the United States government maintains collaborative relations with ESMA to help ensure adopted standards do not act as technical barriers of trade to U.S. products.

Standards Organizations

[Return to top](#)

ESMA is headquartered in Abu Dhabi, the capital of the UAE, and maintains a branch office in Dubai where its Director General is located. ESMA has recently formed four major divisions/departments within its organization, including standards, accreditation, conformity, and metrology.

The organizational structure of ESMA is:



NIST Notify U.S. Service

Member countries of the World Trade Organization (WTO) are required under the Agreement on Technical Barriers to Trade (TBT Agreement) to report to the WTO all proposed technical regulations that could affect trade with other Member countries. **Notify U.S.** is a free, web-based e-mail subscription service that offers an opportunity to review and comment on proposed foreign technical regulations that can affect your access to international markets. Register online at Internet URL: <http://www.nist.gov/notifyus/>

Conformity Assessment & Product Certification

[Return to top](#)

ESMA's conformity assessment department is responsible for implementing specialized programs such as quality and conformity marks and certification according to internationally approved methods. Certificates of Conformity are issued for products that comply with National or GSO Standards. Whenever these standards are not available, ESMA uses international or foreign standards suitable to the UAE.

ESMA implemented ECAS as a system combining conformity assessment and product certification for products in the local market. In addition, exporters of regulated products may choose to obtain a

certificate of conformity for their exported shipments. Currently, ECAS applies to a number of products. Further information on ECAS can be found at <http://www.esma.gov.ae/en-us/ourservices/eservices/Pages/conformity.aspx>. Any proposed additions to the regulated products list will be publicized at least two months prior to implementation, in order to allow sufficient time to assess such products and demonstrate compliance.

ECAS procedures and guidelines explain the steps required for compliance, how certificates of conformity can be obtained and the requirements related to the self-declaration and registration processes. ESMA can provide comprehensive details on the scope of products regulated under the ECAS and can be contacted for any clarification concerning regulated products. In addition, ESMA can issue a formal clarification letter to illuminate whether the product is or is not regulated. This letter is valid for a period of one year from its date of issue to prove the status of the products, subject to no alterations or changes to the regulated products list.

Accreditation

[Return to top](#)

Test reports from any accredited or approved laboratory shall be submitted to ESMA. These reports shall be reviewed and the compliance level to standards is assessed. If not all the essential requirements are fulfilled, the applicant will be informed of the relevant standards and/or the steps needed to meet these essential requirements. These steps could include type testing or modification of the product according to the observed discrepancy.

Laboratories:

ESMA supervises and manages the scheme in addition to monitoring the laboratories performance to support all the Scheme's requirements. The Approved Laboratories are those:

- Accredited by national recognized organizations;
- Approved by the Authority based on evaluating their capabilities;
- Accredited by the National Accreditation Body;
- Other laboratories nominated by the manufacturers

Publication of Technical Regulations

[Return to top](#)

Interested companies can find a list of regulated products at: <http://www.esma.gov.ae/en-us/Pages/RegulatedProducts.aspx>. Standards are numbered and published in the Official Gazette (<https://gsec.abudhabi.ae/Sites/GSEC/Navigation/EN/official-gazette.html>). Afterwards, standards are printed and are available for sale at ESMA's head office in Abu Dhabi and branch office in Dubai. Further information can be found at:

<http://www.esma.gov.ae/en-us/ourservices/eservices/Pages/purchase-Standards.aspx>. Companies and organizations do have the opportunity to engage with ESMA on draft standards (see contact information below). In general, comments on draft standards are accepted for 60 days.

Labeling and Marking

[Return to top](#)

Labeling requirements in the UAE apply mainly to toys, cigarettes, and food. All warning labels on toys are required to be in Arabic or in Arabic and English. Cigarette packages require a special health warning in Arabic. ESMA has released labeling requirements for energy efficiency, in particular for air conditioning units and appliances (<http://www.esma.gov.ae/en-us/News/Pages/UAEtorestrictentryofinefficientair-conditioningunits.aspx>).

Additionally, ESMA implements the voluntary Emirates Quality Mark (EQM). EQM is a mark of conformity granted to products that comply with the relevant UAE National Standards, regional

(GCC/GSO) and/or international standards and are manufactured by an organization implementing an effective Quality Management System to ensure continuous compliance. The process of achieving the license to use the Emirates Quality Mark involves a comprehensive evaluation of the product as well as the quality system used by the manufacturer in production through testing, inspection. Further information on EQM can be found at: <http://www.esma.gov.ae/en-us/ourservices/eservices/Pages/EQM.aspx>. The EQM is a voluntary mark, with the exception of drinking water.

http://www.esma.gov.ae/ar-ae/ourservices/eservices/Lists/ESMAServicesOtherInformationList/Attachments/11/Drinking_Water_Scheme_ENG.pdf

Contacts

[Return to top](#)

Following is the contact address of ESMA's head office and the various divisions within the organization:

Abu Dhabi:

Emirates Authority for Standardization and Metrology (ESMA)
P.O. Box 2166, Abu Dhabi, UAE
Phone: +971 2 671 1110 | +971 2 676 3743
Fax: +971 2 671 5999
Email: uaetbt@esma.ae
Website: <http://www.esma.gov.ae/en-us/Pages/home.aspx>

Dubai:

Emirates Authority for Standardization and Metrology (ESMA)
P.O. Box 48666, Dubai, UAE
Phone: +971 4 294 9909
Fax: +971 4 294 4112
Email: esma@esma.ae
Website: <http://www.esma.gov.ae/en-us/Pages/home.aspx>

Emirates National Accreditation System (ENAS)
P.O. Box 48666, Dubai, UAE
Phone: +971 4 294 4434
Fax: +971 4 294 4428
Email: accreditation@esma.ae

Emirates Conformity & Assessment Scheme
P.O. Box 48666, Dubai, UAE
Phone: +971 4 295 1626
Fax: +971 4 294 1898
Email: conformity@esma.ae

Emirates Metrology Department
P.O. Box 48666, Dubai, UAE
Phone: +971 4 294 4434
Fax: +971 4 294 4428
Email: metrology@esma.ae

On March 15, 2004, the United States signed a Trade and Investment Framework Agreement (TIFA) with the United Arab Emirates to provide a formal framework for dialogue on economic reform and trade liberalization. TIFAs promote the establishment of legal protection for investors, improvements in intellectual property right protection, more transparent and efficient customs procedures, and greater transparency in government and commercial regulations. Through this process, the United States Government can identify potential partners for further trade cooperation, such as free trade agreements (FTA).

The United States began negotiating a Free Trade Agreement with the UAE in March 2005. In early 2007, the United States and the UAE announced that they would not be able to complete FTA negotiations under the existing time frame for trade promotion authority, but that both sides remain committed to completing FTA negotiations at a later date. No further FTA negotiations have taken place. In 2012 the UAE, as a member of the Gulf Cooperation Council (GCC), became party to the U.S.-GCC Framework Agreement for Trade, Economic, Investment and Technical Cooperation however it is has not been implemented yet. Also in 2012, the United States and United Arab Emirates began the U.S.–U.A.E. Economic Policy Dialogue, which provides an additional platform to collaborate on economic issues and address irritants to the bilateral commercial relationship.

Web Resources[Return to top](#)

U.S. Embassy in Abu Dhabi: <http://uae.usembassy.gov/>

U.S. Consulate in Dubai: <http://dubai.usconsulate.gov/>

State Department Visa Website: <http://travel.state.gov/visa>

United States Visas.gov: <http://www.unitedstatesvisas.gov/>

Emirates Authority for Standardization and Metrology (ESMA): <http://www.esma.ae>

[Return to table of contents](#)

Chapter 6: Investment Climate

- [Openness to Foreign Investment](#)
- [Conversion and Transfer Policies](#)
- [Expropriation and Compensation](#)
- [Dispute Settlement](#)
- [Performance Requirements and Incentives](#)
- [Right to Private Ownership and Establishment](#)
- [Protection of Property Rights](#)
- [Transparency of Regulatory System](#)
- [Efficient Capital Markets and Portfolio Investment](#)
- [Competition from State Owned Enterprises](#)
- [Corporate Social Responsibility](#)
- [Political Violence](#)
- [Corruption](#)
- [Bilateral Investment Agreements](#)
- [OPIC and Other Investment Insurance Programs](#)
- [Labor](#)
- [Foreign-Trade Zones/Free Ports](#)
- [Foreign Direct Investment Statistics](#)
- [Web Resources](#)

Openness to Foreign Investment

[Return to top](#)

Investment laws and regulations are evolving in the United Arab Emirates (UAE) and are expected to become more conducive to foreign investment. At present, the regulatory and legal framework favors local over foreign investors. There is no national treatment for investors in the UAE, and foreign ownership of land and stocks is restricted. The UAE maintains non-tariff barriers to investment in the form of restrictive agency, sponsorship, and distributorship requirements. In order to do business in the UAE outside one of the free zones, a foreign business in most cases must have a UAE national sponsor, agent or distributor. However, the UAE Government (UAEG) is opening up its trade sectors in line with its WTO obligations. The UAEG already has taken steps to cut red tape for foreign investors, and the Ministry of Economy has drafted a new law to facilitate foreign investment.

There is no personal income tax in the UAE. Foreign banks pay 20% tax on their profits. Foreign oil companies with equity in concessions pay taxes and royalties on their proceeds. There are no consumption taxes, and the GCC states formally implemented a single import tariff of 5% on most goods January 1, 2003. Companies located in multiple "free zones" across the UAE are exempt from the tariff on imports and re-exports that do not leave the zones. The exceptions to the 5% tariff in the UAE are a 50% tariff for alcohol, a 100% tariff for tobacco, and duty exemptions for 53 food and agricultural items. Import tariffs are collected and retained by each Emirate. Dubai imposes a rental housing tax on expatriates equaling 5% of the rental charges. The UAE has said that it is considering passing a VAT averaging 7-12% on the federal level and has asked for assistance from the IMF. Hotels and some restaurants/coffee shops charge 10-15% service charges.

Regulation of the establishment and conduct of business in the UAE is shared at the federal and emirate levels. The UAE has drafted a federal law for foreign direct investment (FDI) which is

expected to enter into force during 2010, according to UAEG officials. The draft law, which is not publicly available, is expected to facilitate FDI and improve transparency for investors. The proposed law may allow 100% foreign ownership in some sectors and projects, subject to Cabinet approval. Some of the sectors which may be liberalized are those with high added value, including education, health, professional services, computer-related services and technology transfer.

Under the umbrella of the proposed foreign investment law, the UAEG created in 2008 a new department for foreign investment at the Ministry of Economy, which will facilitate foreign investments in the UAE. The new department includes sections for local and international investment promotion, legal affairs, economic studies and customer service. It will coordinate with local entities and economic zones to facilitate business procedures for foreign investors.

Currently, there are four major laws affecting foreign investment in the UAE: the Federal Companies Law, the Commercial Agencies Law, the Federal Industry Law, and the Government Tenders Law. These laws, especially the Federal Companies Law, are seen as the largest obstacles to foreign direct investment in the UAE.

The Federal Companies Law applies to all commercial companies established in the UAE and to branch offices of foreign companies operating in the UAE. Companies established in the UAE are required to have a minimum of 51% UAE national ownership. However, profits may be apportioned differently. Branch offices of foreign companies are required to have a national agent unless the foreign company has established its office pursuant to an agreement with the federal or an emirate government. All general partnership interest must be owned by UAE nationals. Foreign shareholders may hold up to a 49% interest in limited liability companies. Foreign investors may purchase 108 of the 135 issues on the UAE stock markets, Abu Dhabi Securities Market (ADX) and Dubai Financial Market (DFM). Under UAE law, foreign investors are allowed to own up to 49% of a company. However, company by-laws in many cases prohibit foreign ownership. The international financial crisis and foreign speculation contributed to significant declines in the values of local shares in 2008 and 2009. As a result, some UAE public shareholding companies have decided to reduce the percentage of shares available for foreign ownership.

In August 2009, the UAE President issued a decree to amend Article 227 of the Federal Company Law Number 8 of 1984 and abolish the AED 150,000 (\$ 40,838) minimum capital requirement for establishing a limited liability company. The removal of the compulsory capital requirement is designed to encourage small and medium sized enterprise development.

The Commercial Agencies Law requires that foreign principals distribute their products in the UAE only through exclusive commercial agents that are either UAE nationals or companies wholly owned by UAE nationals. The foreign principal can appoint one agent for the entire UAE or for a particular emirate or group of emirates.

In 2006, the UAE announced substantial changes to the Commercial Agencies Law. These amendments include: 1) requiring mutual consent to renew an agency agreement, 2) limiting an agency contract to a fixed time period, 3) allowing either party to file for damages, 4) eliminating the Ministry of Economy's Commercial Agencies Commission (which handles agency disputes), and 5) allowing the import of "liberalized goods" without the agent's approval. In an effort to curb price manipulation and allow unrestricted imports of basic food products, the UAE eliminated trading agency requirements for basic food products in August 2006. The food products covered by the decision include milk, frozen vegetables, baby formula, chicken, cooking oil, noodles, rice, flour, fish products, tea, coffee, cheese, pastries and diapers. For some food products deemed non-essential, agency agreements in existence prior to this period are still recognized.

The UAE Ministry of Economy has publicly discussed amending the Companies Law to provide for greater foreign ownership of companies in certain sectors. Some of the sectors which may be liberalized are education, health, professional services and computer-related services.

The Federal Industry Law stipulates that industrial projects must have 51% UAE national ownership. The law also requires that projects either be managed by a UAE national or have a board of directors with a majority of UAE nationals. Exemptions from the law are provided for projects related to extraction and refining of oil, natural gas, and other raw materials. Additionally, projects with a small capital investment or projects governed by special laws or agreements are exempt from the industry law. In September 2009, the Minister of Economy announced that the UAE is considering raising the foreign ownership ceiling from the current 49% limit and drafting an industry law that allows 100% foreign ownership in the industrial sector.

The Government Tenders Law stipulates that a supplier, contractor, or tenderer for federal projects must either be a UAE national or a company in which UAE nationals own at least 51% of the share capital or foreign entities represented by a UAE distributor or agent. Foreign companies wishing to bid for a federal project must, therefore, enter into a joint venture or agency arrangement with a UAE national or company. Federal tenders must accompany a bid bond in the form of an unconditional bank bond guarantee for 5% of the value of the bid. If goods and services are not available locally then UAE federal government entities often tender internationally.

The UAE restricts foreign ownership of land, with rules varying from emirate to emirate. Individual emirate policies allow non-GCC nationals to freehold or leasehold rights in designated areas but does not give property owners permanent residence visas or an automatic right to work in the Emirate. However, because specific laws regarding "freehold" ownership remain to be codified and procedures for title documentation and conveyance remain to be established, potential buyers are unsure whether they will have an absolute "freehold" title that means the same as it does in Europe or the U.S.

In February 2009, the Higher Corporation for Specialized Economic Zones (ZonesCorp), an industrial zone based in Abu Dhabi, signed Memorandums of Understanding with the Ministry of Economy (MoE) and the Abu Dhabi Chamber of Commerce and Industry (ADCCI) to develop an ideal industrial environment in Abu Dhabi and facilities, transactions and services for local, regional and international investors. Through the electronic exchange of data and information, the MoU gives ZonesCorp the authority to issue, amend and renew Chamber of Commerce Certificates for industrial businesses operating in the industrial cities, as well as collect fees on the Chamber's behalf, streamlining the process and saving time for investors. ZonesCorp has also established a one-stop-shop for investors.

In November 2004, the UAE announced its intent to open up the insurance sector to new foreign insurance companies. In April 2006, the UAE Cabinet amended the law regarding ownership of insurance companies. The amended article states that 75% of insurance companies must be owned by a UAE national or 100% by UAE national legal persons, i.e., a UAE corporation. No new insurance companies or new branches have been authorized since 2008. Any new companies entering the market are required to meet high level international rating criteria and must complete a viability study to prove that it will be offering new products to the market. About half of the insurance companies in the UAE are foreign. New entries of foreign insurance companies were frozen since 1999, but officials from the Insurance Section of the UAE Ministry of Economy have stated that the Ministry of Economy licensed three subsidiary foreign insurance companies in 2007. Currently, there is only one American subsidiary insurance company operating in the UAE.

In 2008, Abu Dhabi Chamber of Commerce and Industry created also a one-stop-shop for investors, with the exception of Israeli currency and the currencies of those countries subject to United Nations sanctions.

Conversion and Transfer Policies

[Return to top](#)

The UAE's exchange system is generally free of restrictions on payments and transfers from international transactions. The UAEG passed comprehensive anti-money laundering legislation following the attacks of September 11, 2001, that imposes strict documentary requirements on large wire transfers. Travelers entering the UAE must declare currency amounts of more than 40,000 AED (approximately \$ 10,800) as part of these measures.

The exchange rate is 3.67 AED per one U.S. Dollar. Every bank transaction in U.S. dollars is subject to a 1% fee. In 2009, UAE withdrew from the anticipated GCC monetary union.

Expropriation and Compensation

[Return to top](#)

Foreign investors have not been involved in any expropriations in the UAE in recent years. There are no set rules governing compensation if expropriations were to occur, and individual emirates probably would treat this differently. In practice, authorities in the UAE would not expropriate unless there was a compelling developmental or public interest need to do so, and in such cases compensation would likely be generous.

Dispute Settlement

[Return to top](#)

The Embassy is aware of a few substantial investment disputes during the past few years involving U.S. or other foreign investors and government and/or local businesses. There have also been several contractor/payment disputes, with the government as well as local businesses. Disputes generally are resolved by arbitration, by the parties themselves, or by recourse to the legal system. Dispute resolution can be difficult and uncertain, however.

Arbitration may commence by petition to the UAE federal courts on the basis of mutual consent (a written arbitration agreement), independently (by nomination of arbitrators), or through a referral to an appointing authority without recourse to judicial proceedings. Enforcing arbitration judgments rendered in the UAE can be difficult as they require court certification, and judicial proceedings may continue for several years. Some companies are reportedly unwilling to resort to arbitration out of concern that it would affect their future business opportunities in the UAE.

The UAEG's accession to the UN Convention on the Recognition and Enforcement of Foreign Arbitral Awards became effective in November 2006. An arbitration award issued in the UAE will now be enforceable in all 138 states that have acceded to the Convention, and any award issued in another member state will be directly enforceable in the UAE. The Convention supersedes all incompatible legislation and rulings in the UAE, and should be welcomed by many businesses that consider arbitration the most advantageous form of dispute resolution. The Embassy does not yet have any experience with U.S. firms attempting to use arbitration under the UN convention.

The UAE constitution established a federal court system while acknowledging the right of the individual emirates to opt out, which Abu Dhabi, Dubai and Ras Al Khaimah have. However, some issues must be heard in the federal court system such as security matters, conflicts between the emirates, constitutionality of a federal law, trial of ministers and senior officials and jurisdictional issues.

There is no independent judiciary in the UAE. The Ministry of Justice appoints judges to the federal courts, while judges in Abu Dhabi, Dubai and Ras Al Khaimah are appointed by the respective rulers of those emirates. The majority of judges are non-Emirati. Each emirate applies federal law in its own court system that consists of courts of first instance, courts of appeal and a Supreme Court. The court of first instance consists of civil, criminal, and Sharia (Islamic law) courts. Sharia law is applicable to both Muslims and non-Muslims, but is focused primarily on family, inheritance and personal status matters. Courts will interpret statutory law and Sharia law in deciding cases. Commercial disputes involving foreign parties tend to come before the civil courts in the federal system; a panel of three judges ordinarily hears commercial disputes. All cases involving banks and financial institutions are required to be heard by civil courts. In Abu Dhabi, all non-arbitration commercial disputes are first brought to the Abu Dhabi Conciliation Department. If the parties are unable to reach a settlement, they can begin legal proceedings in the court of first instance.

The Code of Civil Procedure contains comprehensive rules regarding the various types of preventive and provisional remedies prior to litigation and the issuance of judgments, including the attachment of property, confiscation of the defendant's passport and prohibitions on travel, as well as the detention of the defendant in certain instances. However, the courts must certify all arbitration decisions, and though they do not review substantive claims, they can invalidate decisions based on procedural considerations. Parties can also appeal certification decisions thus prolonging enforcement indefinitely. In June 2009, the Abu Dhabi Judicial Department (ADJD) had established commercial directories, including directories for bonds and shares, banks, construction and real estate disputes, insurance, and financial papers.

In 1993 the Abu Dhabi Chamber of Commerce and Industry formed the Abu Dhabi Commercial Conciliation and Arbitration Center in an effort to accelerate commercial dispute resolution. The Center has jurisdiction to conciliate or arbitrate commercial disputes. The Center's executive regulations govern the conciliation and arbitration procedure. Though referral by the parties to the Dispute Center ostensibly requires them to accept the finality of the Center's decision, the courts must still certify the decision and enforcement can be delayed. The Center conducts proceedings in Arabic or any other agreed upon language.

The Dubai Chamber of Commerce and Industry has promulgated similar commercial conciliation and arbitration rules that permit parties to have conciliation or arbitration proceedings under the auspices of the Chamber. In 2004, the Dubai International Arbitration Center was made independent of the Chamber. The Arbitration Center aims to bring international standards of arbitration to business in Dubai. The UAE is a member of the International Center for the Settlement of Investment Disputes. In May 2009, Sharjah issued an Emiri Decree (No. 6 of 2009) concerning the formation of the Sharjah International Commercial Arbitration Center, under the umbrella of the Sharjah Chamber of Commerce.

Performance Requirements and Incentives

[Return to top](#)

The regulatory and legal framework in the UAE favors local over foreign investors. Government tendering is not conducted according to generally accepted international standards, and re-tendering is the norm. To bid on federal projects, a supplier or contractor must be either a UAE national or a company in which UAE nationals own at least 51% of the capital or have a local agent or distributor. Federal tenders must be accompanied by a bid bond in the form of an unconditional bank guarantee for 5% of the value of the bid. UAE federal government entities tender internationally because foreign companies sometimes are the only suppliers of specialized goods or services that are otherwise not widely available.

Incentives are given to foreign investors in the free zones (details in section A15). Outside the free zones, no incentives are given, although the ability to purchase property as freehold in certain favored projects in Dubai would appear to be incentives aimed at attracting foreign investment.

Right to Private Ownership and Establishment

[Return to top](#)

Except as detailed elsewhere in this report, there are no restrictions on the right of private entities to establish and own business enterprises and engage in all forms of remunerative activity.

Protection of Property Rights

[Return to top](#)

In September 2005, the Emirate of Abu Dhabi passed a law allowing Emiratis to hold title on properties in the Emirate and opened up some foreign leasehold rights to surface property in certain designated areas. Most construction, commercial and residential, is financed by a specialized agency of the government of Abu Dhabi, and commercial banks finance the remainder. Their collateral traditionally has been access to the rent stream of the building or the personal guarantee of the developer. A domestic mortgage industry is also developing.

The UAE Government (UAEG) continues to lead the region in protecting intellectual property rights (IPR). Anecdotal and statistical evidence confirms that the UAEG is enforcing copyright, trademark, and patent laws passed in 2002 to protect U.S. intellectual property, and continues to demonstrate its commitment to the 2002 agreement providing TRIPS-plus levels of protection to U.S. pharmaceuticals. In 2008, the UAE Ministry of Economy (MoE) established offices for copyright, trademark, and patent, each under different section at the MoE.. Although the UAE is the leader in the region at enforcing intellectual property rights and the Emirate of Dubai is very pro-active in enforcement, many stakeholders believe that the UAEG could do more to fight piracy in the other emirates and to deal with the problems of transshipping of counterfeit goods.

The copyright law, enacted in July 2002, grants protections to authors of creative works and expands the categories of protected works to include computer programs, software, databases, and other digital works. Efforts to combat computer software piracy in the UAE have been successful. According to industry estimates, the rate of software piracy in the UAE is the lowest in the Middle East and North Africa, estimated to be 36% in 2009. The UAE is recognized as the regional leader in fighting computer software piracy. In 2009, the UAE launched several campaigns against piracy and seized and destroyed thousands of pirated CDs, auto spare parts, perfumes, air fresheners, electrical devices, sport equipment, medicines, movies and music discs. In 2009, industry estimated that piracy resulted in almost \$170 million (AED 623 million) in losses to the UAE economy in 2008. According to UAE officials, counterfeit and fake goods cost UAE economy around \$ 408 million (1.5 billion AED) annually.

The UAE's Trademark Law, also issued in July 2002, confirms that the UAE will follow the International Classification System and that one trademark can be registered in a number of classes. The law provides that the owner of the registration shall enjoy exclusive rights to the use of the trademark as registered and can prevent others from using an identical or similar mark on similar, identical or related products and services if it causes confusion among consumers. As part of the GCC Customs Union, the UAE and the other five Member States are working toward unifying their IP regimes. In this respect, the GCC is preparing a draft common trademark law. All six Member States are expected to adopt this law as national legislation in order to implement it.

The fundamental instrument by which all of the emirates regulate business activity is the requirement that any place of business must acquire and maintain a proper license. The procedures for obtaining a license, which are publicly available, vary from emirate to emirate.

A license is not required unless a place of business is set up in the UAE. In other words, foreign businesses exporting to the UAE but without a regular or continuing business presence in the UAE do not need a license. Licenses available include trade licenses, industrial licenses, service licenses, professional licenses, and construction licenses.

Several federal regulations govern business activities in the UAE outside free trade zones. Activities within the free zones are governed by special bylaws.

Efficient Capital Markets and Portfolio Investment[Return to top](#)

The UAE federal commercial code, promulgated in 1993, devotes an entire chapter to bankruptcy: the first comprehensive legislation in the UAE on the subject. Monetary judgments in bankruptcy cases are made in the local currency, and UAE courts enforce the judgments of foreign courts if there is reciprocity based on bilateral or international treaties. In the judgment of western legal experts, the commercial code chapter on bankruptcy governs the procedures and effects of bankruptcy in the UAE, but does not provide a mechanism for the orderly evaluation and distribution of assets of a bankrupt entity. The government is considering revising bankruptcy legislation in the wake of the global financial crisis.

Following a banking crisis caused by accumulating bad debts after the oil boom in the mid-1980s, the Central Bank stopped giving licenses to new foreign banks. However, in September 2003, the UAE Central Bank announced that it would allow the operation of more banks from other countries on a reciprocal basis. The Central Bank has since granted licenses to some GCC banks. In 2008, the Central Bank allowed several foreign banks operating in the UAE to set up new branches.

Citibank is the only U.S. bank in the UAE that offers full banking services. There are a number of U.S. financial institutions with either representative offices in the UAE or that have established a presence in the Dubai International Financial Center (DIFC), a financial free trade zone. The largest banks in terms of assets include the Emirates NBD (the merged Emirates Bank International and National Bank of Dubai), National Bank of Abu Dhabi, Mashreq Bank, and Abu Dhabi Commercial Bank.

The Central Bank prohibits lending an amount greater than 7% of a bank's capital base to any single customer. Foreign banks with branches in the UAE are not permitted to calculate loans as a percentage of their global capital, which may however be used to calculate the capital adequacy ratio. In a revision to the rule, the Central Bank in 1993 said it would exclude from the requirement non-funded exposures, such as letters of credit and guarantees. The Central Bank also announced implementation of internationally recognized and accepted accounting principles. In 2010, the Central Bank issued Regulations for Classification of Loans and Determining Provision, furthering its oversight of lending policies. In 2013, the Central Bank issued Regulations regarding Monitoring of Large Exposure Limits and Guidelines to Monitoring of Large Exposures, to ensure that the risks arising from excessive concentration of credit to a single borrower or to a group of related borrowers does not endanger the solvency of banks. Between December 2012 and December 2013, the Central Bank announced that deposits of banks operating in the UAE increased by 9.5%, reaching \$ 348.19 billion (1,278.9 billion AED).

The UAEG implemented a body of anti-money laundering (AML) legislation at the end of 2001. In 2004, the UAE strengthened its legal authority to combat terrorism and terrorist financing by passing Federal Law Number 1 of 2004 on Combating Terror Crimes on July 29, 2004. In 2006, the UAE also enacted Law No. 2 of 2006 -- the Cybercrimes Law -- which has articles dealing with money laundering and terrorist finance. The Federal National Council approved a revised AML law in April 2014, which was awaiting signature by the President as of June, 2014. According to the UAE Central Bank's Anti-Money Laundering and Suspicious Cases Unit (AMLSCU), the draft law addresses deficiencies identified in the UAE's 2008 Financial Action Task Force (FATF) Mutual Evaluation. The AMLSCU performs the functions of a financial intelligence unit (FIU) and is a member of the Egmont Group.

Competition from State Owned Enterprises

[Return to top](#)

Many fully or partially state-owned companies have grown large and efficient enough to compete effectively for business and financing in local and regional markets.

Corporate Social Responsibility

[Return to top](#)

Many companies in the UAE, including local and foreign companies, participate in corporate social responsibility programs, including employing social programs, humanitarian assistance, and environmental issues.

Political Violence

[Return to top](#)

There have been no instances in recent memory involving politically motivated damage to projects, or insurgencies that have impacted the investment environment.

Corruption

[Return to top](#)

Corruption, including bribery, raises the costs and risks of doing business. Corruption has a corrosive impact on both market opportunities overseas for U.S. companies and the broader business climate. It also deters international investment, stifles economic growth and development, distorts prices, and undermines the rule of law.

It is important for U.S. companies, irrespective of their size, to assess the business climate in the relevant market in which they will be operating or investing, and to have an effective compliance program or measures to prevent and detect corruption, including foreign bribery. U.S. individuals and firms operating or investing in foreign markets should take the time to become familiar with the relevant anticorruption laws of both the foreign country and the United States in order to properly comply with them, and where appropriate, they should seek the advice of legal counsel.

The U.S. Government seeks to level the global playing field for U.S. businesses by encouraging other countries to take steps to criminalize their own companies' acts of corruption, including bribery of foreign public officials, by requiring them to uphold their obligations under relevant international conventions. A U. S. firm that believes a competitor is seeking to use bribery of a foreign public official to secure a contract should bring this to the attention of appropriate U.S. agencies, as noted below.

U.S. Foreign Corrupt Practices Act: In 1977, the United States enacted the Foreign Corrupt Practices Act (FCPA), which makes it unlawful for a U.S. person, and certain foreign issuers of securities, to make a corrupt payment to foreign public officials for the purpose of obtaining or

retaining business for or with, or directing business to, any person. The FCPA also applies to foreign firms and persons who take any act in furtherance of such a corrupt payment while in the United States. For more detailed information on the FCPA, see the FCPA Lay-Person's Guide at: <http://www.justice.gov/criminal/fraud/docs/dojdocb.html>.

Other Instruments: It is U.S. Government policy to promote good governance, including host country implementation and enforcement of anti-corruption laws and policies pursuant to their obligations under international agreements. Since enactment of the FCPA, the United States has been instrumental to the expansion of the international framework to fight corruption. Several significant components of this framework are the OECD Convention on Combating Bribery of Foreign Public Officials in International Business Transactions (OECD Antibribery Convention), the United Nations Convention against Corruption (UN Convention), the Inter-American Convention against Corruption (OAS Convention), the Council of Europe Criminal and Civil Law Conventions, and a growing list of U.S. free trade agreements. In August 2005, the UAE signed the UN Anticorruption Convention and ratified it in February 2006, but generally all countries prohibit the bribery and solicitation of their public officials.

UN Convention: The UN Anticorruption Convention entered into force on December 14, 2005, and there are 143 parties to it as of December 2009 (see <http://www.unodc.org/unodc/en/treaties/CAC/signatories.html>). The UN Convention is the first global comprehensive international anticorruption agreement. The UN Convention requires countries to establish criminal and other offences to cover a wide range of acts of corruption. The UN Convention goes beyond previous anticorruption instruments, covering a broad range of issues ranging from basic forms of corruption such as bribery and solicitation, embezzlement, trading in influence to the concealment and laundering of the proceeds of corruption. The Convention contains transnational business bribery provisions that are functionally similar to those in the OECD Antibribery Convention and contains provisions on private sector auditing and books and records requirements. Other provisions address matters such as prevention, international cooperation, and asset recovery. In August 2005, the UAE signed the UN Anticorruption Convention and ratified it in February 2006.

Local Laws: U.S. firms should familiarize themselves with local anticorruption laws, and, where appropriate, seek legal counsel. While the U.S. Department of Commerce cannot provide legal advice on local laws, the Department's U.S. and Foreign Commercial Service can provide assistance with navigating the host country's legal system and obtaining a list of local legal counsel.

Assistance for U.S. Businesses: The U.S. Department of Commerce offers several services to aid U.S. businesses seeking to address business-related corruption issues. For example, the U.S. and Foreign Commercial Service can provide services that may assist U.S. companies in conducting their due diligence as part of the company's overarching compliance program when choosing business partners or agents overseas. The U.S. Foreign and Commercial Service can be reached directly through its offices in every major U.S. and foreign city, or through its Website at www.trade.gov/cs.

The Departments of Commerce and State provide worldwide support for qualified U.S. companies bidding on foreign government contracts through the Commerce Department's Advocacy Center and State's Office of Commercial and Business Affairs. Problems, including alleged corruption by foreign governments or competitors, encountered by U.S. companies in seeking such foreign business opportunities can be brought to the attention of appropriate U.S. government officials, including local embassy personnel and through the Department of Commerce Trade Compliance Center "Report A Trade Barrier" Website at tcc.export.gov/Report_a_Barrier/index.asp.

Guidance on the U.S. FCPA: The Department of Justice's (DOJ) FCPA Opinion Procedure enables U.S. firms and individuals to request a statement of the Justice Department's present enforcement intentions under the anti-bribery provisions of the FCPA regarding any proposed business conduct. The details of the opinion procedure are available on DOJ's Fraud Section Website at www.justice.gov/criminal/fraud/fcpa. Although the Department of Commerce has no enforcement role with respect to the FCPA, it supplies general guidance to U.S. exporters who have questions about the FCPA and about international developments concerning the FCPA. For further information, see the Office of the Chief Counsel for International Counsel, U.S. Department of Commerce, Website, at http://www.ogc.doc.gov/trans_anti_bribery.html. More general information on the FCPA is available at the Websites listed below.

Exporters and investors should be aware that generally all countries prohibit the bribery of their public officials, and prohibit their officials from soliciting bribes under domestic laws. Most countries are required to criminalize such bribery and other acts of corruption by virtue of being parties to various international conventions discussed above.

Transparency International's 2013 report ranks the UAE 26th out of 177 nations globally and first among Arab countries in transparency and combating corruption. There is no evidence that corruption of public officials is a systemic problem; however, in 2008 and 2009, UAE authorities investigated several high-profile corruption cases, including two cases involving two former ministers. Several senior Emirati and foreign nationals were dismissed and detained.

The law stipulates that a public servant convicted of embezzlement shall be subject to imprisonment for a minimum of five years if the crime is connected to counterfeiting. Article 237 imposes a minimum term of one year for accepting a bribe, while anyone convicted of attempting to bribe a public servant may be imprisoned for up to five years

Anti-Corruption Resources

Some useful resources for individuals and companies regarding combating corruption in global markets include the following:

- Information about the U.S. Foreign Corrupt Practices Act (FCPA), including a "Lay-Person's Guide to the FCPA" is available at the U.S. Department of Justice's Website at: <http://www.justice.gov/criminal/fraud/fcpa>.
- Information about the OECD Antibribery Convention including links to national implementing legislation and country monitoring reports is available at: http://www.oecd.org/departement/0,3355,en_2649_34859_1_1_1_1_1,00.html. See also new Antibribery Recommendation and Good Practice Guidance Annex for companies: <http://www.oecd.org/dataoecd/11/40/44176910.pdf>
- General information about anticorruption initiatives, such as the OECD Convention and the FCPA, including translations of the statute into several languages, is available at the Department of Commerce Office of the Chief Counsel for International Commerce Website: http://www.ogc.doc.gov/trans_anti_bribery.html.
- Transparency International (TI) publishes an annual Corruption Perceptions Index (CPI). The CPI measures the perceived level of public-sector corruption in 180 countries and territories around the world. The CPI is available at: http://www.transparency.org/policy_research/surveys_indices/cpi/2009. TI also publishes an annual *Global Corruption Report* which provides a systematic evaluation of the state of

corruption around the world. It includes an in-depth analysis of a focal theme, a series of country reports that document major corruption related events and developments from all continents and an overview of the latest research findings on anti-corruption diagnostics and tools. See <http://www.transparency.org/publications/gcr>.

- The World Bank Institute publishes Worldwide Governance Indicators (WGI). These indicators assess six dimensions of governance in 212 countries, including Voice and Accountability, Political Stability and Absence of Violence, Government Effectiveness, Regulatory Quality, Rule of Law and Control of Corruption. See http://info.worldbank.org/governance/wgi/sc_country.asp. The World Bank Business Environment and Enterprise Performance Surveys may also be of interest and are available at: <http://go.worldbank.org/RQQXYJ6210>.
- The World Economic Forum publishes the *Global Enabling Trade Report*, which presents the rankings of the Enabling Trade Index, and includes an assessment of the transparency of border administration (focused on bribe payments and corruption) and a separate segment on corruption and the regulatory environment. See: <http://www.weforum.org/en/initiatives/gcp/GlobalEnablingTradeReport/index.htm>.
- Additional country information related to corruption can be found in the U.S. State Department's annual *Human Rights Report* available at <http://www.state.gov/g/drl/rls/hrrpt/>.
- Global Integrity, a nonprofit organization, publishes its annual *Global Integrity Report*, which provides indicators for 92 countries with respect to governance and anti-corruption. The report highlights the strengths and weaknesses of national level anti-corruption systems. The report is available at: <http://report.globalintegrity.org/>.

Bilateral Investment Agreements

[Return to top](#)

The UAE has signed a variety of bilateral and multilateral trade and investment agreements, including six free trade agreements, 45 related to bilateral trade and economic cooperation, 33 to promote investment, and 49 prohibiting double taxation on income. The UAE is involved in Gulf Cooperation Council (GCC) negotiations with Australia, China, and other countries on free trade agreements. In June 2009, the GCC concluded a Free Trade Agreement with Iceland, Liechtenstein, Norway and Switzerland (the European Free Trade Association).

OPIC and Other Investment Insurance Programs

[Return to top](#)

The UAE has been suspended from U.S. OPIC insurance programs since 1995 because of the UAEG's lack of compliance with internationally recognized worker rights standards, particularly laborers' rights to association and collective bargaining. The ILO reported in April 2003, however, that the UAE had started to address these concerns. Exim Bank has maintained an active presence in the UAE.

Labor

[Return to top](#)

More than 80% of UAE residents are foreigners, and approximately 98% of private sector workers in the UAE are non-UAE nationals. "Emiratization" of the workforce remains a national objective, although mandated hiring of nationals has been limited to only a few sectors, such as banking, which has a 4% quota, insurance, which has a 5% quota and trade, which has a 2% quota for companies

employing 50 workers or more as well as quotas in the federal government. In addition, in 2006, the UAEG added requirements that all secretaries and Public Relations Officers must also be Emirati. The UAE National Human Resource Development and Employment Authority (TANMIA), is the federal body tasked to boost Emiratisation. In May 2009, the Cabinet approved the establishment of the UAE Emiratisation Council (UEC), which is responsible for formulating policies and standards to promote Emiratisation and for supporting the development of skills and competitiveness among nationals. Despite these efforts, the percentage of UAE nationals to total employees in the private sector has not significantly increased.

Businesses in free trade zones must comply with federal labor laws; however, the Ministry of Labor does not regulate them. Instead, each free trade zone maintains its own labor department to address workers' concerns.

Acceptable Conditions of Work

There are a considerable number of skilled foreign nationals in the country who are employed under favorable working conditions. However, the country is also a destination for a large number of unskilled workers, including domestic servants, most of them women from South and East Asia, and an even larger number of unskilled male workers, mostly from South Asia. These unskilled laborers actively compete for jobs in the UAE, and many are subject to poor working conditions. UAE employers tie most foreign employee's residency permit or visa to his employment and sponsorship. If the employee terminates his employment and is unable to secure new employment and a new sponsor, the employee loses residency and could be required to leave the country.

Visas, residence permits, and work permits are required of all foreigners in the UAE except nationals from Gulf Cooperation Council (GCC) countries. Americans are eligible to receive 10-year, multiple entry visas, which authorize stays of up to six months per entry, with the possibility of a six-month extension. U.S. citizens may also obtain 30-day visit visas for business and tourism at the airport upon arrival. These visas do not permit employment in the UAE. In October 2009, UAE issued a requirement that most diplomatic or official passport holders obtain visas prior to their travel to the UAE.

Foreign-Trade Zones/Free Ports

[Return to top](#)

Free Zones in the UAE are home to more than 17,000 companies with a total investment estimated at more than \$ 21 billion. Presently, 38 free trade zones operate in the UAE, with more in the development stage. Overall, these free zones form a vital component of the local economy, and serve as major re-export centers to the Gulf region.

Since UAE tariffs are low and not levied against many imports, the chief attraction of the free zones is the waiver of the requirement for majority local ownership. In the free zones, foreigners may own up to 100% of the equity in an enterprise. All free zones provide 100% import and export tax exemption, 100% exemption from commercial levies, 100% repatriation of capital and profits, multi-year leases, easy access to sea and airports, buildings for lease, energy connections (often at subsidized prices), and assistance in labor recruitment. In addition, the free zone authorities provide significant support services, such as sponsorship, worker housing, dining facilities, recruitment, and security.

By far the largest and most successful of the free zones is the Jebel Ali Free Zone (JAFZA) in Dubai, located 20km south of Dubai city adjacent to the Jebel Ali Port. Over 6,000 companies representing 80 countries have set up shop in the JAFZA, including numerous Fortune 500 firms.

The JAFZA managing authority authorizes three types of licenses: a general license, a specific license, and a national industrial license. The licenses are valid while a company holds a current lease from the free zone authority and are renewable annually as long as the lease is in force. The special license is issued to companies incorporated, or otherwise legally established, within the free zone or outside the UAE. In such cases, no other license is required, and the ownership of the company may be 100% foreign. The license is issued for any activity permitted by the free zone authority, including manufacturing. A company with a special license can only operate in the JAFZA or outside the UAE, but business can be undertaken and sales made in the UAE through or to a company holding a valid Dubai Economic Department license. However, a company with a special license can purchase goods or services from within the UAE.

A variety of innovative free zones in Dubai have been established since 2000, most notably the TECOM (Technology, Electronic Commerce and Media) free zone. TECOM houses both Internet City and Media City, two subdivisions which cater, respectively, to the IT and media sectors. TECOM offers a high bandwidth and state-of-the-art IT infrastructure. Other Dubai free zones include Dubai Health Care City, specializing in medical products and services, the Mohammed Bin Rashid Technology Park, which aims to promote scientific research and development, and to transfer technology throughout the region and the Dubai Aid City, which hosts local, regional and international relief aid donors, suppliers and organizations. Internet usage in the free zones is not censored as it is in the non-free trade zones.

Foreign Direct Investment Statistics

[Return to top](#)

The Abu Dhabi Chamber of Commerce and Industry notes that the leading sectors for investment in the UAE are (in order of magnitude of investment): oil and gas field machinery and services, power and water, computer/peripherals, medical equipment and supplies, airport development and ground equipment, telecommunications, and franchising. The strengths of UAE as a FDI destination include its easy access to oil resources, low energy costs, and a willingness to diversify the economy with high purchasing power.

There are no restrictions or incentives with regard to the export of capital and outward direct investment, and UAE investment abroad is significant. It is conservatively estimated that the Abu Dhabi Investment Authority (ADIA) manages an approximate \$ 600-800 billion (estimates range upward) in government assets in overseas markets -- mostly in the United States, Europe, and Asia. Other Emirate level investment authorities primarily from Abu Dhabi and Dubai are also actively investing overseas.

According to the 2013 Global Investment Report published by United Nations Conferences on Trade and Development (UNCTAD), the UAE attracted \$ 12 billion in FDI in 2013, continuing a trend of increasing FDI from \$ 9.6 billion in 2012 and \$ 7.68 billion in 2011. In addition to continued growth, the demonstrable increase in FDI may also be the result of investors fleeing the political and economic stability instability in neighboring regions for the stable economic and political atmosphere in UAE.

Web Resources

[Return to top](#)

<http://usembassy.state.gov/uae/>

<http://www.uae-embassy.org/business-trade>

[Return to table of contents](#)

Chapter 7: Trade and Project Financing

- [How Do I Get Paid \(Methods of Payment\)](#)
- [How Does the Banking System Operate](#)
- [Foreign-Exchange Controls](#)
- [U.S. Banks and Local Correspondent Banks](#)
- [Project Financing](#)
- [Web Resources](#)

How Do I Get Paid (Methods of Payment)

[Return to top](#)

The UAE can be a challenging place for American firms to do business, especially if businesses are unfamiliar with banking practices in the region. Payments tend to be slower than in the U.S. and Europe. Delays in payments of many months, sometimes years, are not uncommon. Commercial Letters of Credit are extensively used as a means of payment in overseas trade. The most commonly used type of L/C, include: Sight, Deferred Payment, and Revolving L/Cs.

Government tenders are accompanied by a bid bond in the form of an unconditional bank guarantee for five (5) and fifteen (15) % of the value of the bid. The bond is usually an unconditional and irrevocable letter of guarantee issued from a local bank. The Government department determines the exact amount of the bond.

Foreign companies wishing to participate in government procurement programs may be required to have a local agent and provide bid and performance bonds. Foreign companies can generally participate at the general tender, however, by the time a contract is ready to be signed, participating foreign firms may need to have a local presence. Prior registration with the respective government entity is often a requirement in order to be eligible to bid on a tender.

How Does the Banking System Operate

[Return to top](#)

Banks in the UAE fall in four broad categories: commercial banks, merchant or investment banks, Islamic banks, and industrial banks.

Banks			<i>Figures as of April 2014</i>
	Total Number	UAE Incorporated Banks	Foreign Banks
Head offices		23	28
Branches		994	169
Pay Offices		89	1
Electronic Banking Service Units		33	54

Source: The Central Bank of UAE

This is in addition to 6 head offices and 3 branches that belong to other GCC countries.

The number of foreign bank representative offices is 48 for Abu Dhabi and 70 in Dubai as of June 2013. The UAE Central Bank, established in 1980, is the primary financial regulatory authority in the country. The Central bank directs monetary, credit and banking policy and supervises its implementation in accordance with the state's general policy in such a way that it supports the national economy and stability of the currency. It maintains the UAE government's reserves of gold

and foreign currencies, acts as the bank for banks operating in the UAE, and serves as the state's financial agent at international financial institutions.

In 2008, the Central Bank allowed several foreign banks operating in the UAE to set up new branches. Local banks are exempted from any type of taxation whereas foreign banks pay a 20% tax on their profit.

The UAE Central Bank prohibits lending an amount greater than 7% of a bank's capital base to any single customer. The bank defines a customer as an individual, a company, or a group of companies under common ownership, and capital base as local capital. Foreign banks with branches in the UAE are not permitted to calculate loans as a percentage of their global capital (which may however be used to calculate the capital adequacy ratio). In a revision to the rule in 1993, the Central Bank decided to exclude non-funded exposures, such as letters of credit and guarantees from the requirement. The Central Bank has also announced implementation of internationally recognized and accepted accounting principles, in the form of International Accounting Standard (IAS) number 30 on disclosure.

Islamic banking has expanded considerably in recent years and has become an important element in the U.A.E. banking industry. The number of dedicated Islamic banks in the country has now risen to at least six. In addition, a number of conventional banks offer Islamic banking and financial services. Industry estimates put the share of Islamic banking at around 20% of the total banking business, but with a much higher share in retail banking.

During the global economic downturn, non-performing loans became a burden for a number of Emirati banks. In some cases, expatriate borrowers defaulted and fled the country. The federal government, through the Central Bank, stepped in to guarantee the deposits in all local banks. However, the past years have seen consistent recovery and increased lending. The UAE Central Bank estimates that bank credit growth was at 9.2% for 2013, with estimated excess credit over GDP growth of about 3.7%.

Traditionally, trade and building sectors receive a major share of bank loans. Banks lend to the services, trade, and building sectors due to the scarcity of major investment scope in other productive sectors.

Starting in November 2011 the Central Bank of the UAE introduced the International Bank Account Numbers (IBAN) system for use by all bank customers in the country. The system is designed to minimize the risk of errors during cross-border transactions and brings the UAE in line with Saudi Arabia and Kuwait, which already use it.

Foreign-Exchange Controls

[Return to top](#)

The Emirati Dirham (AED, sometimes abbreviated Dhs) has been pegged to the U.S. dollar at AED 3.671 = \$1 since 1980. The authorities believe this promotes stability and confidence in the currency. Interest rates in the UAE tend to parallel those in the U.S.

U.S. Banks and Local Correspondent Banks

[Return to top](#)

Citibank is the only U.S. bank in the UAE that offers full banking services. Bank of America, Wachovia Bank, State Street Bank and American Express have representative offices in Dubai to service international clientele, and Bank of New York has a representative office in Abu Dhabi. A number of UAE banks either have branches in the U.S. or correspond with certain American banks to cater to the needs of their local and international clientele.

Trade financing has become increasingly common in the UAE, and most local and international banks offer services to small and medium-sized enterprises, allowing them to trade with local and international markets. They will guarantee payments through letters of credit to sellers and will offer 'document against payment' and 'document against acceptance' services.

The UAE holds title to two major government owned corporations, Mubadala and Dubai World, owned by the Emirate of Abu Dhabi and the Emirate of Dubai respectively. Many projects taking place within the UAE are affiliated with these two companies.

Mubadala - the Arabic word for 'exchange' - was founded in 2002 and is a Public Joint Stock Company owned solely by the Abu Dhabi government. Mubadala manages over \$60 billion in assets distributed among 50+ affiliated companies, focusing on aerospace, energy, healthcare, technology, real estate, hospitality, infrastructure, and education.

Dubai World is a holding company wholly owned by the Emirate of Dubai that owns entities in over 100 cities internationally. Dubai World's portfolio is focused on transport and logistics, dry docks and maritime, urban development, investments and financial services, and energy and natural resources. Among Dubai World's investments are Economic Zones World which operates several free zones around the world, and Nakheel, the property developer that created the "Palm Islands" and "The World" islands in Dubai.

The development of projects seeking financing is growing ever broader. From power and desalination complexes through petrochemical plants, gas development, and transportation projects, the role of the private sector in large-scale projects is becoming more varied and important. Major international and local banks are behind these projects advising and arranging for the major part of the financing. The proportion of financing and the transaction leadership is steadily shifting towards local and regional banks, including in some cases, Islamic banks. During the economic crisis, a number of major projects in the country were either put on hold or cancelled altogether. However, optimism has returned to Dubai due to a recovery in the real estate market, further bolstered by the emirate's winning bid for the World Expo in 2020. Still, fears of a repeat of the 2009 real estate bubble remain.

U.S. government trade financing resources are available to U.S. firms seeking to do business in UAE. The U.S. Export-Import Bank provides direct loans and loan guarantees to U.S. firms exporting to the UAE, and is active with regard to UAE. The Small Business Administration's Office of International Trade also provides loans on a smaller scale, with a focus on new-to-export firms. The Overseas Private Investment Corporation, on the other hand, is not authorized to operate in UAE due to ongoing compliance issues in UAE with prevailing international labor standards.

Stock Markets:

The UAE has three stock exchanges: the Dubai Financial Market (DFM), the Abu Dhabi Securities Exchange (ADX), and NASDAQ Dubai (formerly Dubai International Financial Exchange). The DFM was officially opened in March 2000, preceded by ADX in November 2000, both of which are licensed and regulated by the Emirates Securities and Commodities Authority (SCA). More than 120 securities are listed in the DFM and ADX combines. The SCA is the governing body for all the stock exchanges, securities and commodities listed in the UAE except for the ones that are in the free zones such as the Dubai International Financial Centre (DIFC).

In September 2005 NASDAQ Dubai Stock Exchange opened in DIFC. NASDAQ Dubai is regulated by the Dubai Financial Services Authority (DFSA), an independent autonomous body. NASDAQ Dubai allows regional and DIFC-based companies to list on the exchange, and international issuers to apply for a secondary listing. Since its launch, it has struggled to attract sustained foreign investor interest and these failures have persisted following the financial crises within the UAE and global economies. After years of low trading volumes, NASDAQ Dubai was acquired by the DFM/Borse Dubai in 2009. All clearing, trading, settlement and custody functions for NASDAQ Dubai equities have migrated and are being outsourced to the DFM's systems. At the time of the move, DP World (a local port operator) was the only actively traded stock on NASDAQ Dubai.

According to NASDAQ Dubai, there are a total of 32 members, including both regional and internationally licensed brokers. Prominent international brokers include Citigroup (U.S.), Deutsche Bank (Germany), JP Morgan Securities (U.S.), Bank of America Merrill Lynch (U.S.) and Morgan Stanley & Co. International. Unlike the DFM and ADX, NASDAQ Dubai lists derivatives as well as stocks, bonds, and Sukuk (Islamic bonds).

Web Resources

[Return to top](#)

Abu Dhabi Securities Market: <http://www.adx.ae>

Dubai Financial Market: <http://www.dfm.ae>

Dubai International Financial Center: <http://www.difc.ae>

Export-Import Bank of the United States: <http://www.exim.gov>

- Country Limitation Schedule: http://www.exim.gov/tools/country/country_limits.html

NASDAQ: <http://www.nasdaqdubai.com>

SBA's Office of International Trade: <http://www.sba.gov/oit>

Trade and Development Agency: <http://www.tda.gov>

\$A Commodity Credit Corporation: <http://www.fsa.usda.gov/cc/default.htm>

UAE Central Bank: <http://www.centralbank.ae>

[Return to table of contents](#)

Chapter 8: Business Travel

- [Business Customs](#)
- [Travel Advisory](#)
- [Visa Requirements](#)
- [Telecommunications](#)
- [Transportation](#)
- [Language](#)
- [Health](#)
- [Local Time, Business Hours and Holidays](#)
- [Temporary Entry of Materials and Personal Belongings](#)
- [Web Resources](#)

Business Customs

[Return to top](#)

With expatriates from over 150 countries forming over 80% of the population, the UAE is a largely tolerant, multi-cultural society. The Emirati culture itself is essentially a conservative Muslim culture, but tolerant of non-local mores. Men and women work together in offices, and you will see women in positions of responsibility. UAE nationals wear the traditional national dress and women usually dress conservatively and modestly. Western women traveling to the UAE for business should dress conservatively.

As in many Middle Eastern countries, meetings can run late and projects may experience postponements and extensions. Business visitors, however, are expected to be punctual for all appointments. It is most important to respond to email, fax and other communications promptly.

In a meeting, the host will offer tea or coffee upon arrival. It is rude to refuse this beverage. If Arabic coffee is on offer, you will be handed a coffee cup which should be held in your right hand, and when the coffee is poured from an elegant coffeepot, you should accept at least one cupful. It may be considered discourteous to refuse. Your cup will be refilled at frequent intervals. If you do not want any more coffee, shake the cup slightly to show that you have had enough.

Formal greetings can take several minutes. It is considered impolite to begin addressing business topics without taking several minutes for small talk. Courtesy is more emphasized in the UAE than in typical U.S. business meetings. It is not customary to inquire about a man's wife. Business cards and gifts should be offered with the right, not left, hand. Never sit with the sole of your foot facing someone.

Travelers can visit the website of the UAE Embassy in Washington for additional useful cultural tips: <http://www.uae-embassy.org/travel-culture/traveling-in-muslim-country>

Travel Advisory

[Return to top](#)

There is no specific travel advisory in effect for the U.A.E. A general worldwide advisory concerning terrorism is in effect and travelers should contact the U.S. Department of State's Office of Citizen Services or the nearest U.S. Embassy or Consulate for an update.

The website for the U.S. Department of State (for travel advisory) is <http://travel.state.gov/>

Visa Requirements

[Return to top](#)

U.S. citizens holding valid passports may obtain visitor visas at the port of entry, if the duration of the stay is less than 30 days. This visa does not permit employment in the U.A.E. For a longer stay, a traveler must obtain a visa before arrival in the U.A.E.

A medical exam, including an HIV/AIDS test, is required for work or residence permits; testing must be performed after arrival. This is a requirement for all expatriates and their dependents living in the U.A.E. The test must be conducted in the U.A.E. by the Preventive Medicine Unit of the U.A.E. Ministry of Health. A U.S. HIV/AIDS test is not accepted.

For further information, travelers should visit the website of the Embassy of the United Arab Emirates (<http://www.uae-embassy.org>) or contact them at 3522 International Court, NW Suite #100, Washington, DC 20008 3522; Tel (202) 243-2400.

The Government of the United Arab Emirates requires that all persons residing in the U.A.E., including U.S. citizens, have a national identification card. Americans who are working or living in the UAE should visit the Emirates Identity Authority website for more information on card registration procedures and requirements:

<http://www.emiratesid.ae/en/home.aspx>.

Telecommunications

[Return to top](#)

There are two telecommunication providers in the UAE:

- Etisalat (Emirates Telecommunications Corporation) and;
- Du (Emirates Integrated Telecommunications Company)

Broadband and wireless connections are widely available at most hotels, airports and malls.

The Government restricts access to any content deemed “inappropriate” or “offensive” to the UAE’s religious, cultural, political and moral values. These also include access to adult content, selected social, networking and dating websites, VoIP provider websites, selected media sites, websites related to gambling and also content that constitutes a risk such as phishing websites, hacking tools and spyware.

For information on Etisalat check their website at <http://www.etisalat.ae>

For information on Du check their website at <http://www.du.ae>

Transportation

[Return to top](#)

Taxis are common and inexpensive. In Abu Dhabi, fares rarely exceed AED 40 (\$10.00). In Dubai, fares should not exceed AED 50 (\$13) unless traveling to the outer suburbs. The fare from Dubai’s World Trade Center to the Jebel Ali Free Trade Zone is about AED 110-150 (U.S. \$30-40), from Dubai to Abu Dhabi approximately AED 400 (\$108).

Language

[Return to top](#)

The language of business is English and Arabic. Most taxi drivers understand sufficient English to get you where you want to go.

Public health services in Abu Dhabi and Dubai are adequate, i.e., major trauma cases can be stabilized. Major hospitals have modern equipment and non-Western trained personnel to operate them. Most Western expatriates use private medical facilities and carry private health insurance.

Local Time, Business Hours, and Holidays

Local Time: GMT+4 hrs

Government offices open at 7:30 am Sunday through Thursday, closing at 2 p.m. for the day. Local businesses often close from 1:00 p.m. until 4:30 or 5:00 p.m. and then reopen for several hours. Visitors should plan appointments around these timings, as UAE businesses may not adjust their schedules in order to meet during their closing time. Private UAE companies close Friday and Saturday. Business meetings are rarely, if ever, held on Friday or Saturday, which UAE nationals value as family time.

Listed below are the official U.S. holidays and the estimated U.A.E. holidays

New Year's Day	Jan 1, 2014
The Prophet's Birthday*	Jan 13, 2014
Birthday of Martin Luther King, Jr.	Jan 19, 2014
Washington's Birthday	Feb 16, 2014
Memorial Day	May 25, 2014
The Prophet's Ascension Day*	May 25, 2014
Independence Day (observed)	July 3, 2014
Eid Al Fitr*	July 29-31, 2014
Labor Day	Aug 31, 2014
Arafat (Haj) Day*	Oct 4, 2014
Eid Al Adha*	Oct 5-6, 2014
Columbus Day	Oct 12, 2014
Islamic New Year*	Oct 25, 2014
Veterans Day	Nov 11, 2014
Thanksgiving Day	Nov 27, 2014
National Day	Dec 2, 2014
Christmas Day	Dec 25, 2014

* Denotes UAE religious holidays. Dates for religious holidays are dependent upon the sighting of the moon and are likely to vary from the above estimated dates.

Temporary Entry of Materials and Personal Belongings

The ATA Carnet is an international customs document, issued by an authorized Chamber of Commerce that permits duty-free and tax-free temporary admission of goods into one or a number of foreign countries for up to one year. The initials "ATA" are an acronym of the French and English words "Admission Temporaire/Temporary Admission".

ATA Carnet covers almost everything like commercial samples, professional equipment and goods for use at trade fairs, shows, exhibitions, events. ATA Carnets cover the usual and unusual:

computers, photographic and film equipment, musical instruments, industrial machinery, jewelry, clothing, medical appliances, aircraft, race horses, art work, etc. ATA Carnets do not cover perishable or consumable items, or goods for processing or repair. ATA Carnets are useful for traveling business/sales executives, technicians, professionals like surgeons, architects, engineers, educationalists, etc.

For more information, please visit <http://www.passportforgoods.com>

Web Resources

[Return to top](#)

Abu Dhabi Government <http://www.abudhabi.ae>

ATA Carnet is <http://www.passportforgoods.com>

Du (Emirates Integrated Telecommunications Company) is <http://www.du.ae>

Dubai Government <http://dubai.ae>

Emirates Authority for Standardization and Metrology (ESMA) is <http://www.esma.ae>

Etisalat (Emirates Telecommunications Corporation) is <http://www.etisalat.ae>

State Department Visa Website is <http://travel.state.gov/visa/index.html>

U.A.E. Embassy in Washington is <http://www.uae-embassy.org>

U.A.E. Government Portal <http://www.government.ae>

U.S. Consulate in Dubai is <http://dubai.usconsulate.gov>

U.S. Department of State (for travel advisory) is <http://travel.state.gov>

U.S. Embassy in Abu Dhabi is <http://abudhabi.usembassy.gov>

United States Visas is <http://www.unitedstatesvisas.gov>

[Return to table of contents](#)

Chapter 9: Contacts, Market Research, and Trade Events

- [Contacts](#)
- [Market Research](#)
- [Trade Events](#)

Contacts

[Return to top](#)

U.S. Government Trade Related Contacts in the UAE

Senior Commercial Officer: John Simmons
U.S. Embassy, Commercial Section
P.O. Box 4009, Abu Dhabi, UAE
Tel: +971-2- 414-2665 Fax: +971-2- 414-2228
E-mail: John.Simmons@trade.gov
Website: www.buyusa.gov/uae

Commercial Officer: Fred Aziz
U.S. Embassy, Commercial Section
P.O. Box 4009, Abu Dhabi, UAE
Tel: +971-2-414-2530 Fax: +971-2-414-2228
E-mail: Fred.Aziz@trade.gov

Commercial Attaché: Nasir Abbasi
U.S. Consulate General, Commercial Section
P.O. Box 9343, Dubai, UAE
Tel: +971-4-309 4963 Fax: +971-4-309-4841
E-mail: Nasir.Abbasi@trade.gov
Website: www.buyusa.gov/uae

Regional Director: TBD
U.S. Consulate General, Agriculture Trade Office
P.O. Box 121777, Dubai, UAE
Tel: +971-4-309-4177 Fax: +971-4-354-7279
E-mail: atodubai@fas.usda.gov
Office covers: Bahrain, Kuwait, Oman, Qatar and UAE

U.S. Government Trade Related Contacts in Washington, D.C.

Director: Ms. Janice Corbett
U.S. Department of Commerce
U.S. and Foreign Commercial Service
International Trade Administration
1401 Constitution Ave., NW, Suite A205 HCHB
Washington, DC 20230
Tel: (202) 482-1902 Fax: (202) 482-5179
Email: Janice.Corbett@trade.gov

UAE Desk Officer: Mr. James Cramer
International Trade Administration
U.S. Department of Commerce
14th St. & Constitution Avenue, N.W.
Washington, D.C. 20230-0001
Tel: (202) 482-0879 Fax: (202) 482-0878
Email: James.Cramer@trade.gov

Trade Information Center (TIC)
U.S. Department of Commerce
Washington, D.C. 20230-0001
Tel: 1-800-USA-TRADE
Email: tic@ita.doc.gov
Website: http://export.gov/exportbasics/eg_main_017483.asp

Trade Assistance and Promotion Office (TAPO)
Foreign Agricultural Service (FAS)
U.S. Department of Agriculture
Box 1052
Washington, D.C. 20250-1052
Tel: (202) 720-7420 Fax: (202) 690-4374
Website: www.fas.usda.gov

Embassy of the United Arab Emirates
3522 International Court, NW, Suite 400
Washington, DC 20008
Tel: (202) 243-2400 Fax: (202) 243-2432
Website: www.uae-embassy.org

Consulate General of the United Arab Emirates
1999 Avenue of the Stars, Suite 1250
Los Angeles, CA 90067
Tel: (310) 551-6534
Email: protocol.la@mofa.gov.ae

Major UAE Trade Associations/Chambers of Commerce

The American Business Council of Dubai and Northern Emirates
P.O. Box 37068, Dubai, UAE
Tel: +971-4-340-7566 Fax: +971-4-340-7565
Email: admin@abcdubai.com
Website: www.abcdubai.com

The American Chamber of Commerce
P.O. Box 43710, Abu Dhabi, UAE
Tel: +971-2-631-3604, Fax: +971-2-633-0489
Email: abgroup@emirates.net.ae
Website: www.amchamabudhabi.org

U.S.-U.A.E. Business Council
505 Ninth Street, NW
Washington DC 20004
Tel: (202) 863-7285 Fax: (202) 863-7289
Email: info@usuaebusiness.org
Website: www.usuaebusiness.org

National U.S. Arab Chamber of Commerce
1023 15th Street NW
Washington, D.C. 20005
Tel: (202) 289-5920 Fax: (202) 289-5938
Website: www.nusacc.org

Federation Chamber of Commerce & Industry
P.O. Box 3014, Abu Dhabi, UAE
Tel: +971-2-621-4144, Fax: +971-2-633-9210
Email: info@fcciuae.ae
Website: www.fcciuae.ae

Abu Dhabi Chamber
P.O. Box 662, Abu Dhabi, UAE
Tel: +971-2-621-4000, Fax: +971-2-621-5867
Email: services@adcci.gov.ae
Website: www.abudhabichamber.ae

Dubai Chamber of Commerce & Industry
P.O. Box 1457, Dubai, UAE
Tel: +971-4-228-0000, Fax: +971-4-202-8888
Email: info.dataresearch@dubaichamber.ae
Website: www.dubaichamber.ae

Sharjah Chamber of Commerce & Industry
P.O. Box 580, Sharjah, UAE
Tel: +971-6-530-2222, Fax: +971-6-530-2226
Email: scci@sharjah.gov.ae
Website: www.sharjah.gov.ae

Ajman Chamber of Commerce & Industry
P.O. Box 662, Ajman, UAE
Tel: +971-6-742-2177, Fax: +971-6-742-7591
Email: ajmchmbr@emirates.net.ae
Website: www.ajcci.gov.ae

Fujairah Chamber of Commerce, Industry & Agriculture
P.O. Box 738, Fujairah, UAE
Tel: +971-9-222-2400, Fax: +971-9-222-1464
Email: fujccia@emirates.net.ae
Website: www.fujcci.ae

Ras Al Khaimah Chamber of Commerce, Industry & Agriculture
P.O. Box 87, Ras Al Khaimah, UAE
Tel: +971-7-233-3511, Fax: +971-7-233-0233
Email: info@rakchamber.ae
Website: www.rakchamber.ae

Umm Al Quwain Chamber of Commerce & Industry
P.O. Box 426, Umm Al Quwain, UAE
Tel: +971-6-765-1111, Fax: +971-6-765-5055
Email: uaqcci@emirates.net.ae

Important UAE Federal Ministries

Ministry of Defense
P.O. Box 46616, Abu Dhabi, UAE
Tel: +971-2-446-1300, Fax: +971-2-446-3286
P.O. Box 2838, Dubai, UAE
Tel: +971-4-353-2330, Fax: +971-4 353-1974
The Minister: H.H. Sheikh Mohammed Bin Rashid Al Maktoum (also Vice President and Prime Minister of the UAE and Ruler of Dubai)

Ministry of Finance
P.O. Box 433, Abu Dhabi, UAE
Tel: +971-2- 672-6000 Fax: +971-2-666-3088
P.O. Box 1565, Dubai, UAE
Tel: +971-4-3939000 Fax: +971-4-3939738
Website: www.mof.gov.ae
The Minister: H.H. Sheikh Hamdan Bin Rashid Al Maktoum

Ministry of Interior
P.O. Box 398, Abu Dhabi, UAE
Tel: +971-2-441-4666, Fax: +971-2-441-4938
P.O. Box 4333, Dubai, UAE
Tel: +971-4-398-0000; Fax: +971-4-398-1119
Website: <http://moi.gov.ae>
The Minister: H.H. Lt. General Sheikh Saif Bin Zayed Al Nahyan (also a Deputy Prime Minister of the UAE)

Ministry of Presidential Affairs
P.O. Box 280, Abu Dhabi, UAE
Tel: +971-2-622-2221, Fax: +971-2-622-2228
Website: www.mopa.ae
The Minister: H.H. Sheikh Mansour Bin Zayed Al Nahyan (also a Deputy Prime Minister of the UAE)

Ministry of Education
P.O. Box 295, Abu Dhabi, UAE
Tel: +971-2-408-9999 Fax: +971-2-631-3778
P.O. Box 3962, Dubai, UAE
Tel: +971-4-217-6666 Fax: +971-4-299-4535
Website: www.moe.gov.ae
The Minister: H.E. Hussain Bin Ibrahim Al Hammadi

Ministry for Foreign Affairs
P.O. Box 1, Abu Dhabi, UAE
Tel: +971-2-444-4488 Fax: +971-2-444-7766
P.O. Box 3785, Dubai, UAE
Tel: +971-4-222-1144 Fax: +971-4-228-0979
Website: www.mofa.gov.ae
The Minister of State: Dr. Mohammed Anwar Gargash
Foreign Minister: H.H. Sheikh Abdullah Bin Zayed Al Nahyan

Ministry of Higher Education and Scientific Research
P.O. Box 45253, Abu Dhabi, UAE
Tel: +971-2-642-8000 Fax: +971-2-642-8778
Website: www.mohe.sr.gov.ae
The Minister: H.E. Sheikh Hamdan Bin Mubarak Al Nahyan

Ministry of Public Works
P.O. Box 878, Abu Dhabi, UAE
Tel: +971-2-665-1778 Fax: +971-2-666-5598
P.O. Box 1828, Dubai, UAE
Tel: +971-4-269-3900 Fax: +971-4-269-2931
Website: www.mopw.gov.ae
The Minister: H.E. Dr. Abdullah Bin Mohammed Balhaif Al Nuaimi

Ministry of Economy
P.O. Box 90, Abu Dhabi, UAE
Tel: +971-2-626-5000 Fax: +971-2-621-5339
P.O. Box 3625, Dubai, UAE
Tel: +971-4-295-4000 Fax: +971-4-295-1991
Website: www.economy.ae
The Minister: H.E. Sultan Bin Saeed Al Mansouri

Ministry of Justice
P.O. Box 260, Abu Dhabi, UAE
Tel: +971-2-681-4000, Fax: +971-2-681-0680
P.O. Box 1682, Dubai, UAE
Tel: +971-4-282-5999 Fax: +971-4-282-5121
Website: <http://ejustice.gov.ae/>
The Minister: H.E. Sultan Bin Saeed Al Badi

Ministry of Energy
P.O. Box 59, Abu Dhabi, UAE
Tel: +971-2-667-1999 Fax: +971-2-666-4573
Website: www.moenr.gov.ae
The Minister: H.E. Suhail Bin Mohammed Faraj Al Mazroui

Ministry of Labour
P.O. Box 809, Abu Dhabi, UAE
Tel: +971-2-667-1700, Fax: +971-2-666-5889
P.O. Box 4409, Dubai, UAE
Tel: +971-4-269-1666 Fax: +971-4-266-8967
Website: www.mol.gov.ae
The Minister: H.E. Saqr Ghubash Saeed Ghobash

Ministry for Cabinet Affairs
P.O. Box 899, Abu Dhabi, UAE
Tel: +971-2-681-1113 Fax: +971-2-681-2968
P.O. Box 50, Dubai, UAE
Tel: +971-4-396-7555 Fax: +971-4-397-8884
Website: www.moca.gov.ae
The Minister: H.E. Mohammed Abdullah Al Gargawi

Ministry of Social Affairs
P.O. Box 26, Abu Dhabi, UAE
Tel: +971-4-263-7777 Fax: +971-4-2633525
Website: www.msa.gov.ae
The Minister: H.E. Mariam Mohammed Khalfan Al Roumi

Ministry of State for FNC (Federal National Council) Affairs
P.O. Box 836, Abu Dhabi, UAE
Tel: +971-2-681-2000 Fax: +971-2-681-2846
Website: www.mfnca.gov.ae
The Minister of State: Dr. Anwar Mohammed Gargash

Ministry of Development and International Cooperation
P.O. Box 110555, Abu Dhabi, UAE
Tel +971-2-654-4444 Fax: +971-2-654-4443
Website: www.micad.gov.ae
The Minister: H.E. Sheikha Lubna Bint Khalid Al Qasimi

Ministry of Health
P.O. Box 848, Abu Dhabi, UAE
Tel: +971-2-633-4716; Fax: +971-2-672-6000
P.O. Box 1853, Dubai UAE
Tel: +971-4-396-6000 Fax: +971-4-396-5666
Website: www.moh.gov.ae
The Minister: H.E. Abdul Rahman Mohammed Nassir Al Owais

Ministry of Environment and Water
P.O. Box 213, Abu Dhabi, UAE
Tel: +971-2-449-5100 Fax: +971-2-449-5150
Website: www.moew.gov.ae
The Minister: H.E. Dr. Rashid Ahmed Bin Fahad

Ministry of Culture, Youth and Community Development
P.O. Box 17, Abu Dhabi, UAE
Tel: +971-2-446-6145 Fax: +971-2-4452504
Website: www.mcycd.ae
The Minister: H.E. Sheikh Nahyan Bin Mubarak Al Nahyan

Abu Dhabi Department

Abu Dhabi Accountability Authority (ADAA)
P.O. Box 435, Abu Dhabi, UAE
Tel: +971-2-639-2200 Fax: +971-2-633-4122
Email: info@adaa.abudhabi.ae
Website: www.adaa.abudhabi.ae

Abu Dhabi Airports Company (ADAC)
P.O. Box 94449, Abu Dhabi, UAE
Tel: +971-2-505-5000 Fax: +971-2-575-8300
Email: www.adac.ae
Website: info@adac.ae

Abu Dhabi Chamber of Commerce & Industry (ADCCI)
P.O. Box 662, Abu Dhabi, UAE
Tel: +971-2-621-4000 Fax: +971-2-621-5867
Email: contact.us@adcci.gov.ae
Website: www.abudhabichamber.ae

Abu Dhabi Council for Economic Development (ADCED)
P.O. Box 44484, Abu Dhabi, UAE
Tel: +971-2-418-9999 Fax: +971-2-418-9988
Email: info@adced.ae
Website: www.adced.ae

Abu Dhabi Customs Administration (ADCA)
P.O. Box 255, Abu Dhabi, UAE
Tel: +971-2-673-0700 Fax: +971-2-650-4330
Email: infocust@dof.abudhabi.ae
Website: www.auhcustoms.gov.ae

Abu Dhabi Distribution Company (ADDC)
P.O. Box 219, Abu Dhabi, UAE
Tel: +971-2-416-6000 Fax: +971-2-642-6033
Email: customerservice@addc.ae
Website: www.addc.ae

Abu Dhabi Education Council (ADEC)
P.O. Box 36005, Abu Dhabi, UAE
Tel: +971-2-615-0000 Fax: +971-2-615-0555
Email: info@adec.ac.ae
Website: www.adec.ac.ae

Abu Dhabi Farmers Services Centre (ADFSC)
P.O. Box: 62532, Abu Dhabi, UAE
Tel: +971-2-813-8888 Fax: +971-2-813-9999
Email: info@adfsc.ae
Website: <http://adfsc.ae/en/Pages/home.aspx>

Abu Dhabi Food Control Authority (ADFCA)
P.O. Box 52150, Abu Dhabi, UAE
Tel: +971-2-818-1111 Fax: +971-2-588-7777
Email: inquiries@adfca.ae
Website: www.adfca.ae

Abu Dhabi Fund for Development (ADFD)
P.O. Box 814, Abu Dhabi, UAE
Tel: +971-2-667-7100 Fax: +971-2-667-7070
Email: info@adfd.ae
Website: www.adfd.ae

Abu Dhabi General Services (Musandaa)
P.O. Box 33700, Abu Dhabi, UAE
Tel: +971-2-404-2222 Fax: +971-2-404-2221
Email: info@musandaa.com
Website: www.musandaa.com

Abu Dhabi Health Services Company (SEHA)
P.O. Box 109090, Abu Dhabi, UAE
Tel: +971-2-410-2000 Fax: +971-2-410-2311
Email: info@seha.ae
Website: www.seha.ae

Abu Dhabi Investment Council (ADIC)
P.O. Box 61999, Abu Dhabi, UAE
Tel: +971-2-611-5555 Fax: +971-2-611-5500
Email: contact@adcouncil.ae
Website: www.adcouncil.ae

Abu Dhabi Judicial Department (ADJD)
P.O. Box 84, Abu Dhabi, UAE
Tel: +971-2-651-2222 Fax: +971-2-651-2222
Email: infocenter@adjd.gov.ae
Website: www.adjd.gov.ae

Abu Dhabi Media (AD Media)
P.O. Box 63, Abu Dhabi, UAE
Tel: +971-2-414-4000 Fax: +971-2-414-4001
Email: communications@admedia.ae
Website: www.admedia.ae

Abu Dhabi Motors Club (Motors Club)
P.O. Box 58600, Abu Dhabi, UAE
Tel: +971-2-884-0400 Fax: +971-2-884-0554
Email: info@admcc.ae
Website: www.admcc.ae

Abu Dhabi National Exhibitions Company (ADNEC)
P.O. Box 5546, Abu Dhabi, UAE
Tel: +971-2-444-6900 Fax: +971-2-444-6135
Website: www.adnec.ae

Abu Dhabi National Oil Company (ADNOC)
P.O. Box 898, Abu Dhabi, UAE
Tel: +971-2-602-0000 Fax: +971-2-602-3389
Email: feedback@adnoc.ae
Website: www.adnoc.ae

Abu Dhabi Ports Company (ADPC)
P.O. Box 54477, Abu Dhabi, UAE
Tel: +971 2 695 2000 Fax: +971-2 695 2177
Email: info@adpc.ae
Website: www.adpc.ae

Abu Dhabi Quality and Conformity Council (QCC)
P.O. Box 853, Abu Dhabi, UAE
Tel: +971 2 406 6666 Fax: +971 2 406 6677
Email: info@qcc.abudhabi.ae
Website: www.qcc.abudhabi.ae

Abu Dhabi Retirement Pensions & Benefits Fund (ADRPBF)
P.O. Box 3122, Abu Dhabi, UAE
Tel: +971-2-414-0000 Fax: +971-2-414-0414
Email: info@pension.gov.ae
Website: www.pension.gov.ae

Abu Dhabi Securities Exchange (ADX)
P.O. Box 54500, Abu Dhabi, UAE
Tel: +971-2-627-7777 Fax: +971-2-612-8728
Email: info@adx.ae
Website: www.adx.ae

Abu Dhabi Sewerage Services Company (ADSSC)
P.O. Box 108801, Abu Dhabi, UAE
Tel: +971-2-416-8000 Fax: +971-2-694-3773
Email: care@adssc.ae
Website: www.adssc.ae

Abu Dhabi Sports Council (ADSC)
P.O. Box 127722, Abu Dhabi, UAE
Tel: +971-2-408-8999 Fax: +971-2-408-8998
Email: info@adsc.ae
Website: www.adsc.ae

Abu Dhabi Systems & Information Centre (ADSIC)
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Abu Dhabi Water & Electricity Authority (ADWEA)
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Al Ain Distribution Company (AADC)
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Website: www.cbuae.gov.ae

Critical Infrastructure & Coastal Protection Authority (CICPA)
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Email: info@cnia.ae
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Crown Prince Court (CPC)
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Ruler's Representative Court of the Western Region (RRCWR)
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Tourism Development & Investment Company (TDIC)
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Western Region Development Council (WRDC)
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Important Government Authorities in Dubai & Northern Emirates

Dubai

Dubai Airports
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Dubai Airport Free Zone
P.O. Box 491, Dubai, UAE
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Ras Al Khaimah Free Trade Zone
P.O. Box 10055, Ras Al Khaimah, UAE
Tel: +971-7-204-1111 Fax: +971-7-207-7120
Email: inquiry@rakftz.com
Website: www.rakftz.com

Ras Al Khaimah Municipality
P.O. Box 4, Ras Al Khaimah, UAE
Tel: +971-7-233-2422 Fax: +971-233-0899
Email: rakmun@rakm.ae
Website: rakmunicipality.rak.ae

Ras Al Khaimah Port & Customs Department
P.O. Box 8, Ras Al Khaimah, UAE
Tel: +971-7-233-3613 Fax: +971-7-233-7666
Email: rakcust2@eim.ae
Website: www.rakcustoms.rak.ae

Umm Al Quwain

Umm Al Quwain Port
P.O. Box 279, Umm Al Quwain, UAE
Tel: +971-6-765-5882 Fax: +971-6-765-1552

Umm Al Quwain Municipality
P.O. Box 12, Umm Al Quwain, UAE
Tel: +971-6-765-6145 Fax: +971-6-765-5138
Website: www.uaq.gov.ae

Market Research

[Return to top](#)

To view market research reports produced by the U.S. Commercial Service please visit: <http://www.export.gov/mrktresearch/index.asp> and click on Country and Industry Market Reports.

Please note that these reports are only available to U.S. citizens and U.S. companies. Registration to the site is required, but free of charge.

Trade Events

[Return to top](#)

Please click on the links below for information on upcoming trade events.

<http://export.gov/unitedarabemirates/tradeevents/index.asp>
<http://www.export.gov/tradeevents/index.asp>

[Return to table of contents](#)

Chapter 10: Guide to Our Services

The President's National Export Initiative aims to double exports over five years by marshaling Federal agencies to **prepare U.S. companies to export successfully, connect them with trade opportunities and support them once they do have exporting opportunities.**

The U.S. Commercial Service offers customized solutions to help U.S. exporters, particularly small and medium sized businesses, successfully expand exports to new markets. Our global network of trade specialists will work one-on-one with you through every step of the exporting process, helping you to:

- Target the best markets with our world-class research
- Promote your products and services to qualified buyers
- Meet the best distributors and agents for your products and services
- Overcome potential challenges or trade barriers
- Gain access to the full range of U.S. government trade promotion agencies and their services, including export training and potential trade financing sources

To learn more about the Federal Government's trade promotion resources for new and experienced exporters, please click on the following link: www.export.gov

For more information on the services the U.S. Commercial Service offers to U.S. exporters, please click on the following link: <http://export.gov/uae/serviceforu.s.companies/index.asp>

U.S. exporters seeking general export information/assistance or country-specific commercial information can also contact the **U.S. Department of Commerce's Trade Information Center at (800) U.S.A-TRAD(E).**

To the best of our knowledge, the information contained in this report is accurate as of the date published. However, **The Department of Commerce** does not take responsibility for actions readers may take based on the information contained herein. Readers should always conduct their own due diligence before entering into business ventures or other commercial arrangements. **The Department of Commerce** can assist companies in these endeavors.